

LIFE



FACTS AND FANTASIES ABOUT MARS
AS EARTH GETS ITS BEST LOOK
ILLINOIS: THE FRATERNITY CAPITAL

JANET BLAIR
ONE OF THE BEAUTIES
WHO OPEN TV SEASON

20 CENTS

SEPTEMBER 24, 1956



The Symbol that brings you a wide choice of meats for your choicest of meals

In your home, more than a thousand meals are served yearly. And meat and meat products in wholesome, economical form give infinite variety to all these meals—because of the can and a symbol you probably seldom notice.

The symbol is a trade-mark—a small oval on cans

made by American Can Company.

Back of it is Canco's belief that the can is more than a container; it's a way of helping you live better . . . more conveniently . . . for less money.

Back of it, too, is Canco's motto "Can do," and the *spirit of cooperation* that makes this motto work.

BEHIND THIS SYMBOL ARE THE SERVICES OF CANCO'S "CAN DO" MEN.
HERE'S HOW THEY HELP BRING YOU MEAT IN ALL ITS TASTE-TEMPTING VARIETY.



NEW CONVENIENCE FOR YOU—in canned loaf ham, luncheon meat, whole hams. Key winds easily on new "self-tracking" tear strip. "No-stick" container lets contents slip right out. Anodized interior protects ham's color. Only Canco has all three!



MEAT TECHNOLOGIST G. H. McDONELL is one of the many Canco specialists who help the meat industry produce a better product. Faced with tough problems and great opportunities, Canco's researchers and service people have always answered "Can do!"



"Can do"...*that's the spirit of American Can Company*

New NORGE Washer with *Dispenser Wheel* automatically makes a new kind of rinse water



Banishes yellowing, graying—for up to 39% brighter, cleaner clothes

Now Norge has discovered the first automatic way to give your tap water greater rinsing power than soft water, rain water, or even distilled water—to banish forever the film that causes yellowing, graying, roughening, linting and premature wear in your clothes.

This stubborn film is deposited on your clothes and in your machine regardless of your detergent, your washer, or your water—hard or soft. Since it is caused by minerals in the wash and rinse water combining with soap or detergent residue, plain water rinsing can never dissolve it. There is only one way it can be removed from your wash automatically.

The secret of this new method lies in Norge's new Dispenser Wheel that automatically mixes and dispenses a new kind of rinse water made with Calgon®. This new rinse water has the power to remove all traces of soap film and prevent new film from forming. So you get a 100% perfect rinse—for up to 39% brighter, cleaner clothes, automatically!

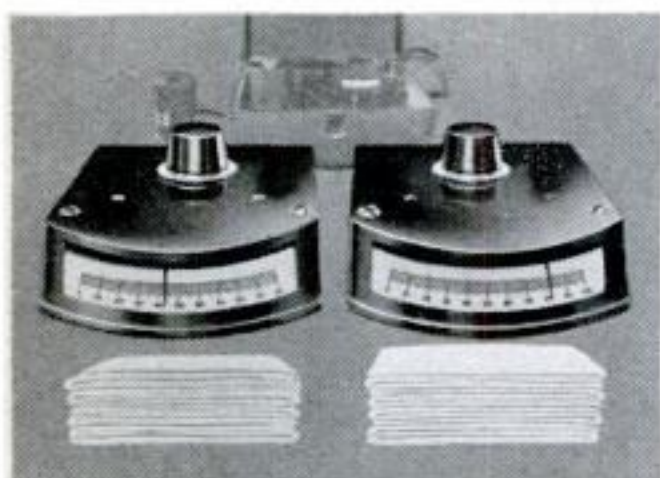
FIRST 100% AUTOMATIC WASHER MADE!

Dispenser Wheel lets you pre-load with Calgon for automatic dispensing when rinsing begins.

Hot or Warm Wash—Warm or Cold Rinse. Pre-select the wash and rinse water temperature you want according to the fabric.

Dual Time-Line Control. Your choice of two fully automatic cycles—regular or short.

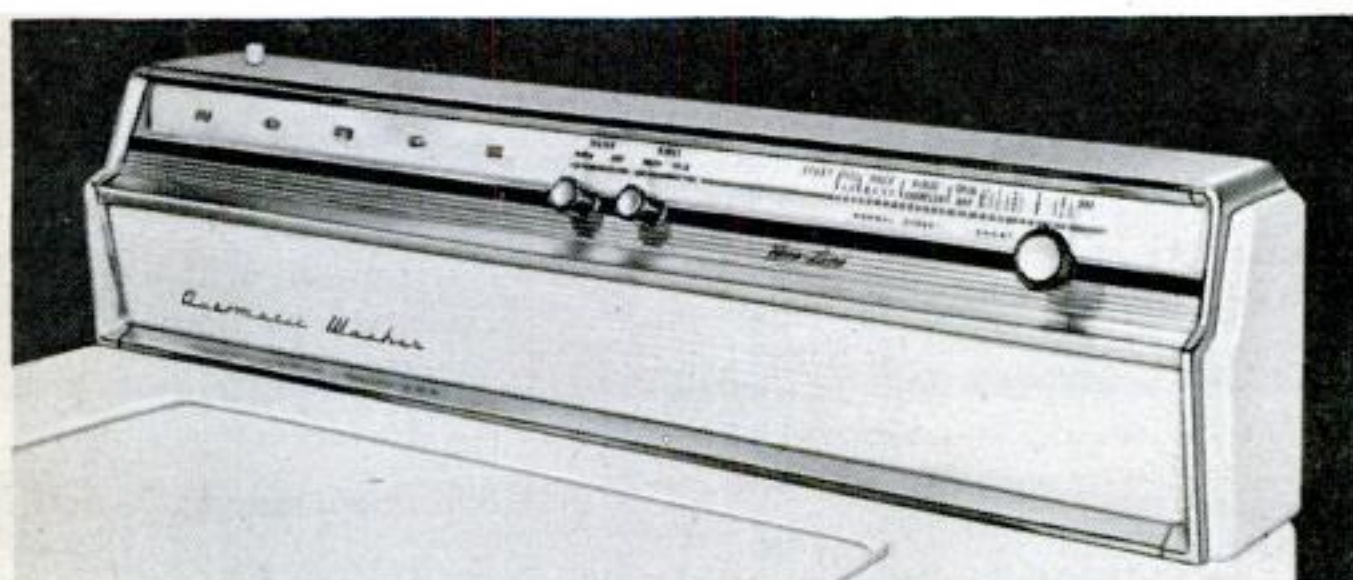
Automatic ReSUDSer—A really automatic way to save and re-use hot, sudsy water.



Proof From The Laboratory—Amazing Reflectometer test proves diapers rinsed in Calgon are up to 39% whiter, cleaner than diapers that are rinsed the ordinary way!



Proof At Home—Put a clean handkerchief in a jar filled with water. Shake. Add 1 tsp. of Calgon (which makes no suds). Shake. Watch soap film suds itself away!



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'57 Norge Washer with Dispenser Wheel plus new Norge 4-Way Dryer with Hamper-Dor make a perfectly matched pair for softer, fluffier, cleaner clothes, the easy way!

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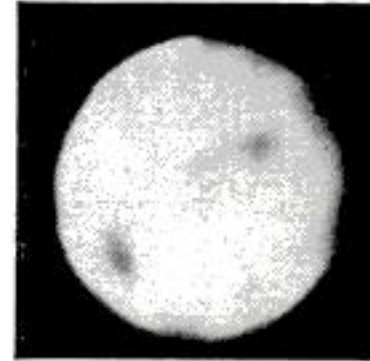


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Peek at a planet

As Mars swings close, LIFE shows scientists having the best look ever at its face and rounds up the imagined monsters who might inhabit it.



FACE OF MARS

Posthumous phenomenon

Who is the most popular of Hollywood stars? An actor who does not live there or anywhere else. He is Jimmy Dean, who was killed a year ago.



DEAN FAN MAGAZINE

Biggest rush week

All the strain, worry, work and the final elation that goes into a college rush week is summed up at Illinois, the fraternity capital of the U.S.



ANXIOUS RUSHEE

A segregated life

In Part IV of LIFE's "Background of Segregation" series, the day-to-day effects of segregation are shown in the life of a single Negro family.



THE THORNTONS

Beauties for TV

Heading up the bevy of good-looking new girls who will be seen prominently on TV this fall is Janet Blair, Sid Caesar's new TV wife.



JANET BLAIR

Tom Wolfe's dream

In the second of two articles on Thomas Wolfe, Robert Coughlan tells of the dream that spurred on the novelist in his later life.



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VOLUME 41
NUMBER 13



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Now, Pillsbury is able to offer you cakes that score as high as the fine homemade, home-recipe kind on all

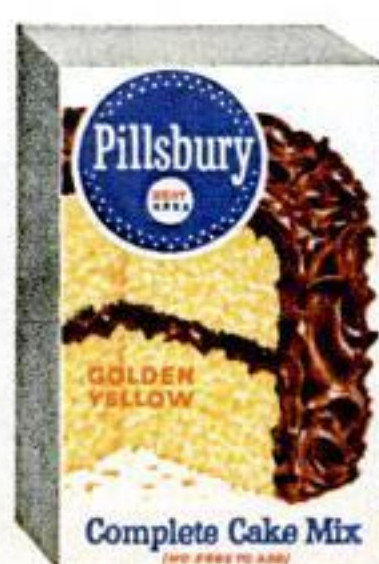
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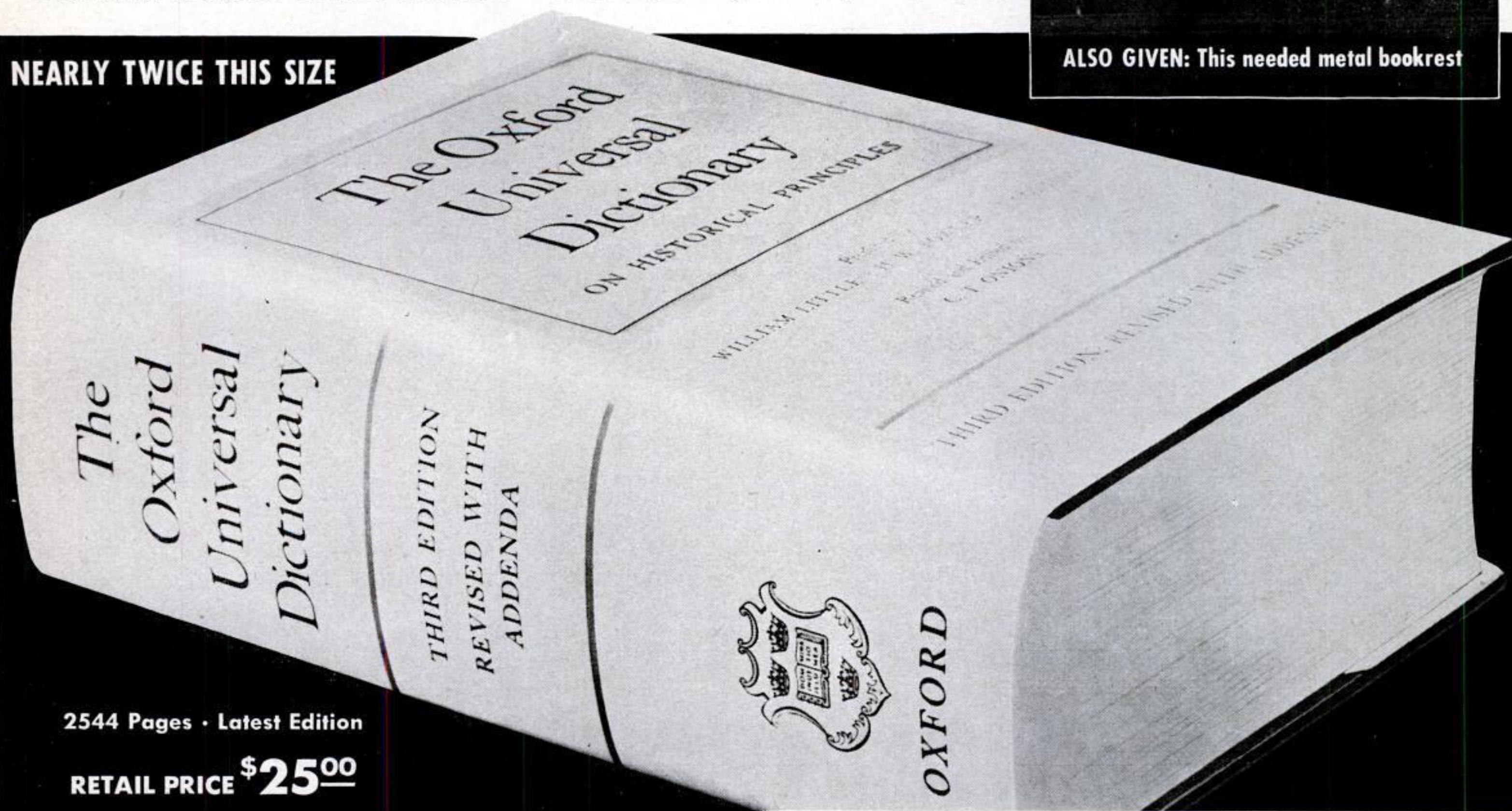
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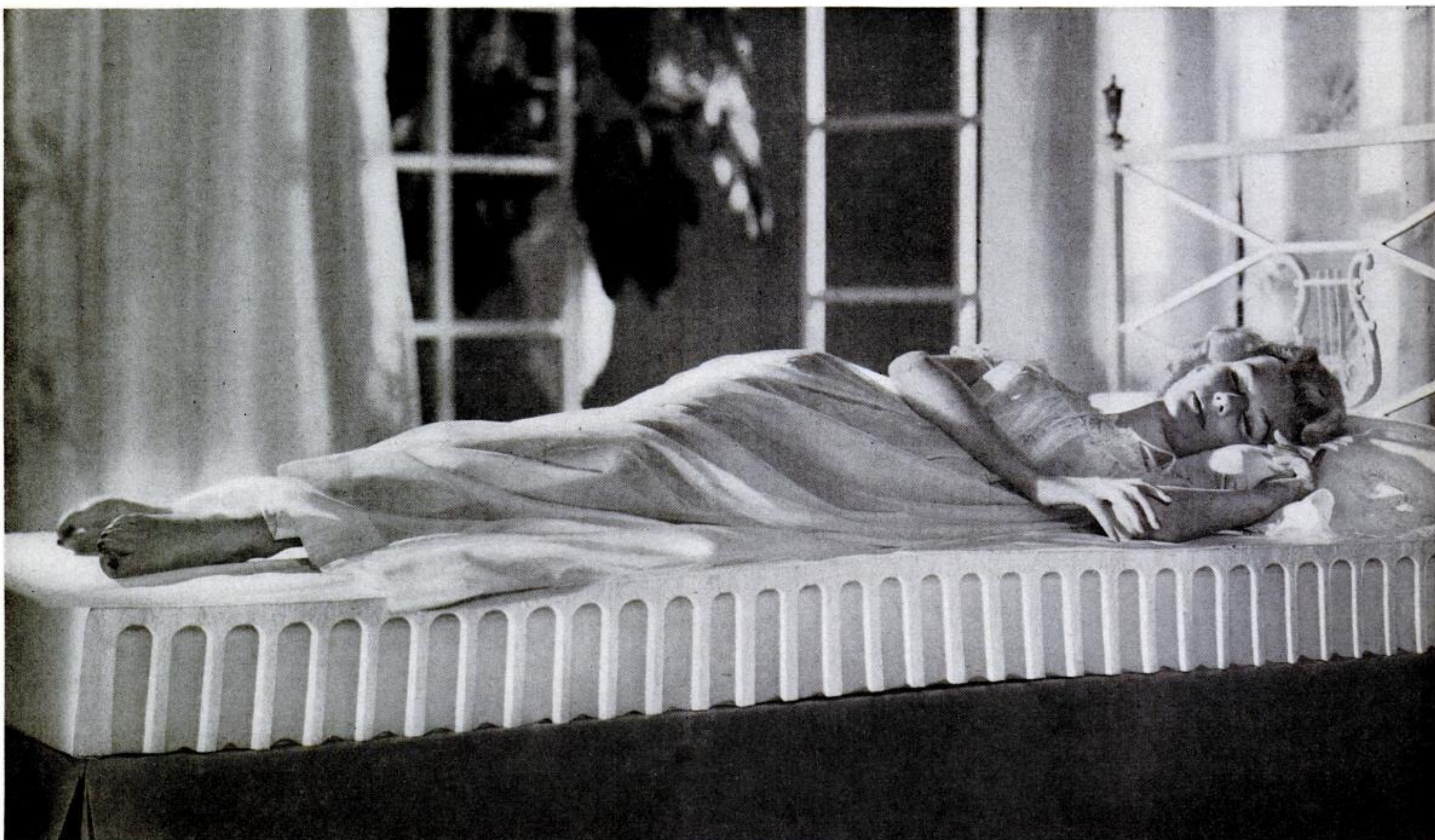
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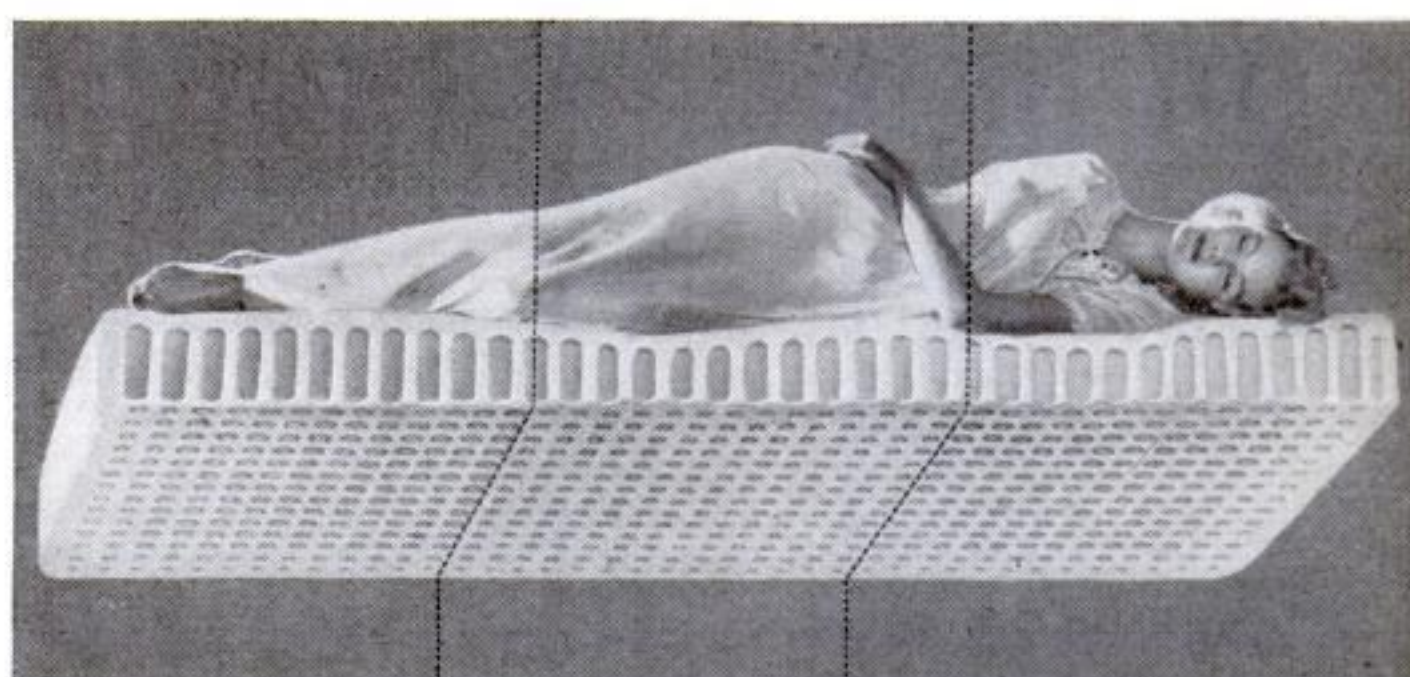
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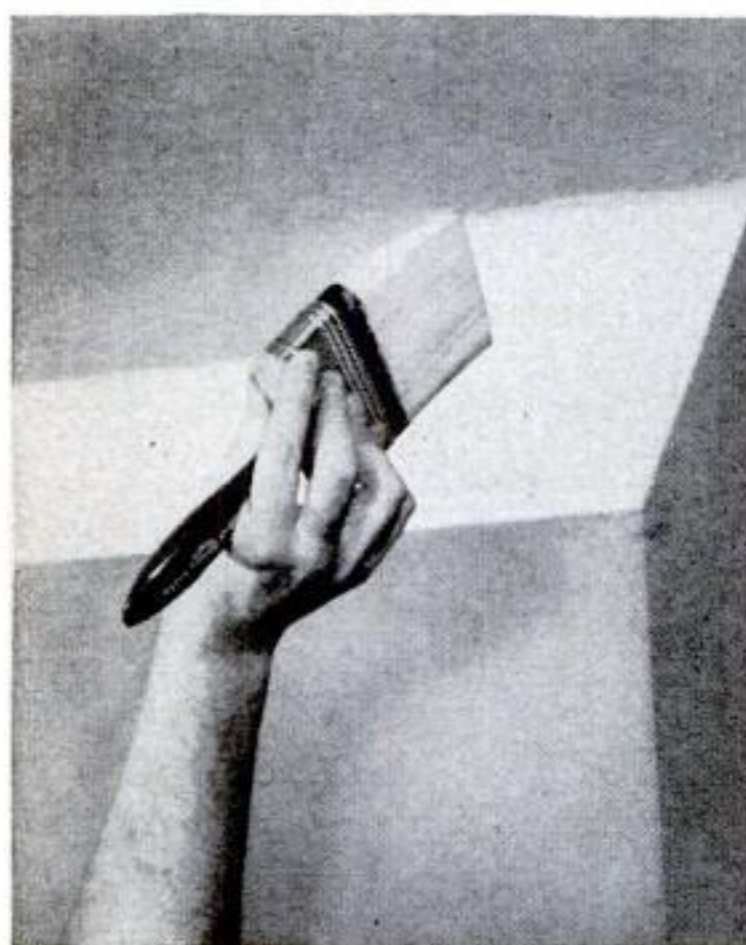
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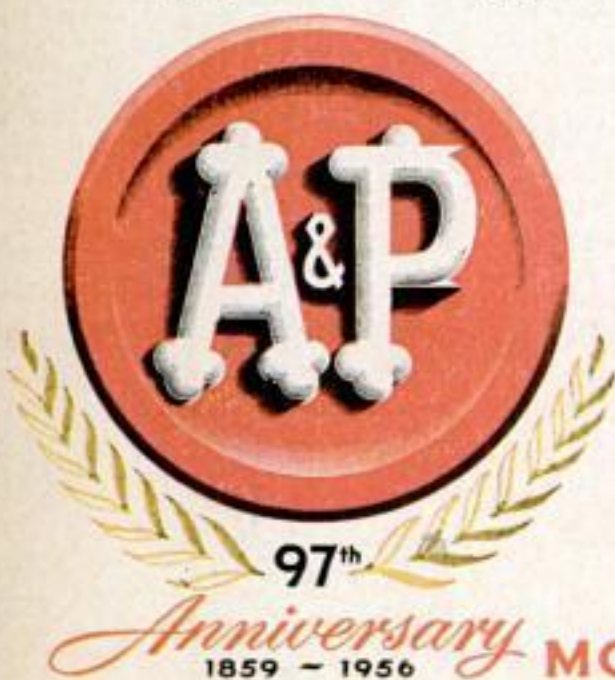
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CHANGE TO
THE **COFFEE** THAT'S *Alive* WITH **FLAVOR!**

Wish you could "drink in" the exhilarating liveliness of Fall? You can! Every single sip of A&P *premium-quality* Coffee is as gloriously fresh as the first nip in the air. Try a cup of steaming, fragrant A&P Coffee today . . . discover the joys of the *truly fresh* coffee that's fairly "Alive with Flavor" every time!



A&P *Custom Ground* **COFFEE**

EXCLUSIVELY AT A&P STORES



Mild & Mellow Rich & Full-Bodied Vigorous & Winey

ROASTED TO PERFECTION!

A&P *premium-quality* Coffee doesn't have the life roasted out of it. Every pound is evenly, richly, "Flavor-Saver" roasted. Result: coffee that is truly "Alive with Flavor" *always!*

MORE FLAVOR IS WHY THOUSANDS ARE CHANGING TO A&P COFFEE

SEE THE ALL-NEW 1957 RCA WHIRLPOOL WASHER!

Only Built-in Lint Filter—plus 2-speed



Built-in full-time lint filter slides out easily for cleaning. Just rinse and replace.



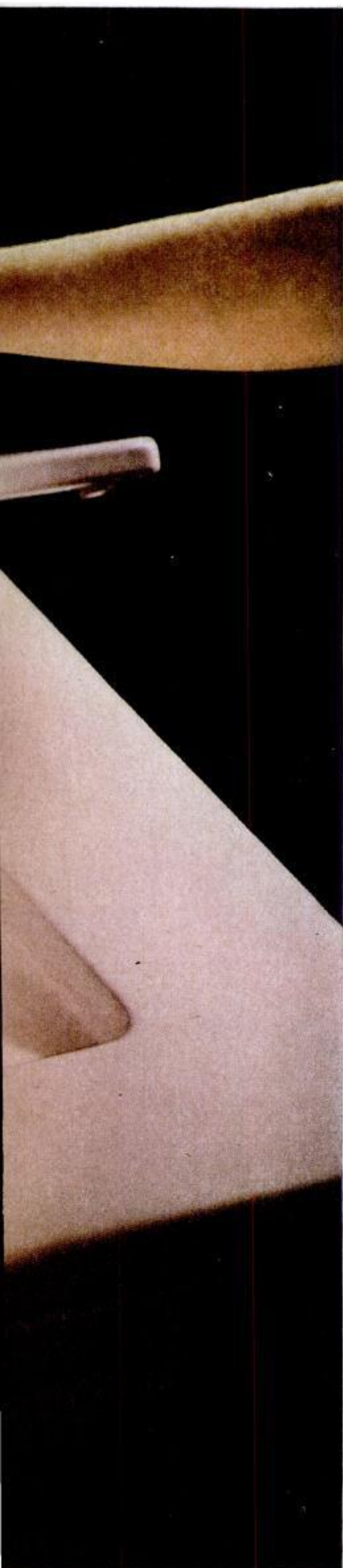
Normal speed for regular wash. Vigorous agitator action (65 strokes a minute), cleans even the dirtiest denims.



Gentle speed for dainty fabrics. Slower, swishing action (42 strokes a minute) *eases* dirt from delicate things.



washing—plus money-saving Suds-Miser®!



See no lint

New built-in lint filter keeps out lint, grit, and soap scum.



See no damage

2 speeds—normal for regular wash; gentle for delicate fabrics.



See no waste

Famous Suds-Miser saves you soap, hot water, and money.

The washer that has *everything!* Continuous lint filtering with any load or water level! Slower speed for delicate fabrics! And Suds-Miser saves up to 2500 gallons of hot water a year. All this for as little as \$2.75 a week!

Look closely at any washer *before* you leap.

Be sure it has a lint filter that's out of the way, and works full time. See it on the RCA WHIRLPOOL: it's *built in*, out of your way, where it won't interfere when you're loading or unloading clothes. And it's a *special kind of filter*. Completely automatic. Works every time you wash—full load or small. (No other lint filter gives you all this.)

Check the 2-speed action. Besides the normal action that's perfect for regular laundry—cottons, linens, denims—your RCA WHIRLPOOL washer gives you an oh-so-gentle, slower action that eases

the dirt out of even the most delicate fabrics. (Many washers with a "delicate fabric" cycle actually give nothing more than a shorter washing period. The *action* is the same.)

But don't waste time looking for the Suds-Miser on any other washer. It's an RCA WHIRLPOOL exclusive that lets you use clean hot suds over and over again—saves you soap, hot water, money.

You get all these washing advances, too:

- 3 water temperatures
- Infinite water level selection
- Big 9-lb. capacity
- 7 purifying rinses
- Germicidal lamp
- 5-year warranty on sealed-in transmission

See all the new RCA WHIRLPOOL washers and dryers (gas or electric) now at your dealer's.



Whirlpool

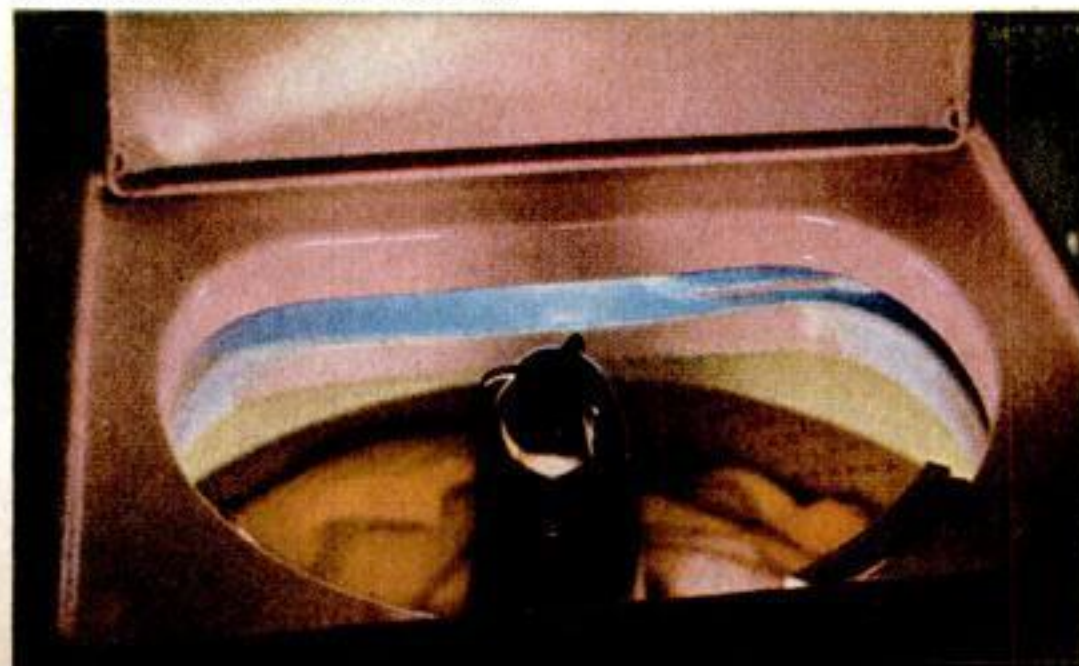
AUTOMATIC WASHERS AND DRYERS • FREEZERS
GAS AND ELECTRIC RANGES • ROOM AIR CONDITIONERS

Whirlpool-Seeger Corporation, St. Joseph, Michigan. (Use of trademark ® and RCA authorized by trademark owner, Radio Corporation of America.)

Exclusive Suds-Miser. Pumps hot, filtered suds out of washer after first load—pumps it back for re-use . . . all automatic.



See this blue light! Exclusive Ultra-Violet lamp helps destroy bacteria and sanitize clothes.

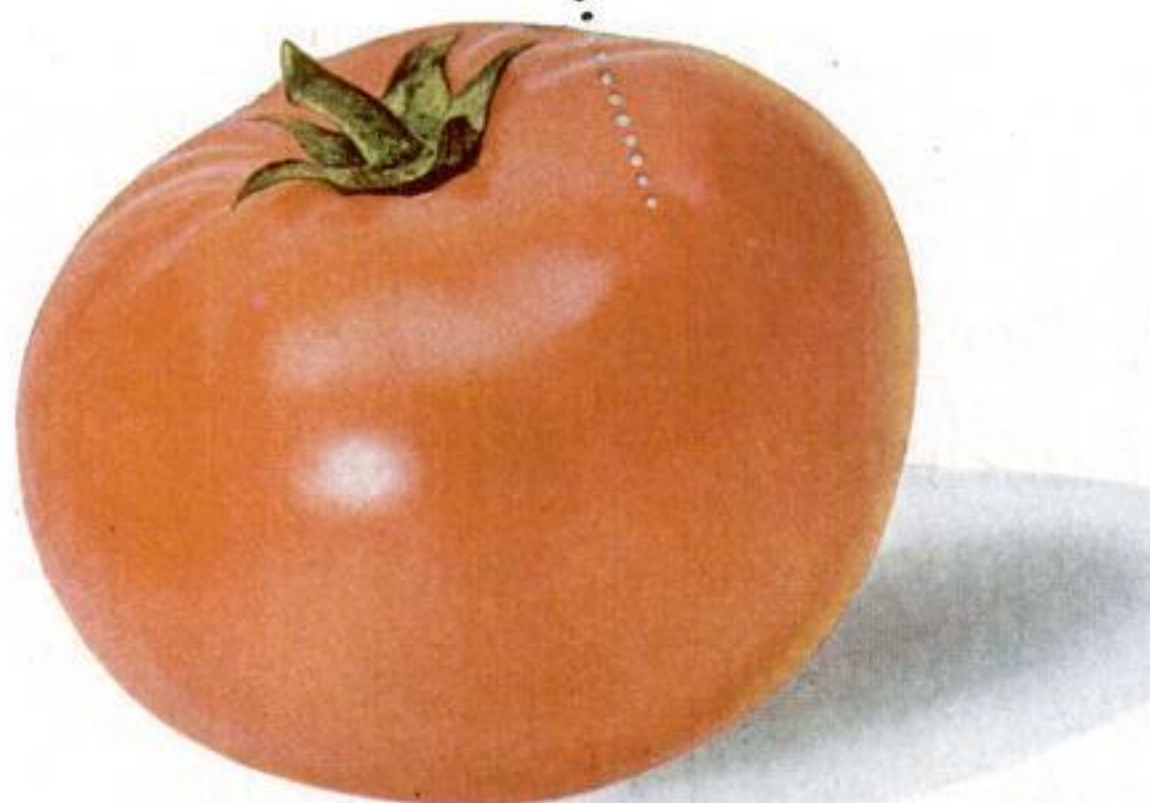


Now all-porcelain white—or new Matchmaker colors—green, yellow or pink. Matching dryers, too!



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*I'm one tomato
that loves being squeezed...
in **VODKA** by **GILBEY'S**,
of course*



Vodka by Gilbey's brings out the very best in the
flavor you like best—fruit juice, tonic, cola, vermouth. It's superb vodka
smooth, dry, clear... truly the *quality* vodka. And no after-breath.



VODKA by **GILBEY'S**
does every flavor a special favor.

Make the new drink sensations! Send
for this booklet. It's FREE (where
legal). Write: Vodka by Gilbey's,
P.O. Box 238, New York 5, N. Y.



VODKA 80 & 100 PROOF DISTILLED FROM 100% GRAIN. W. & A. GILBEY, LTD., CINCINNATI, OHIO

Your car can turn the pages of history

—and the more you drive, the less it costs per mile!

Isn't there a historical spot you've always wanted to visit? Your car makes it easy to get there—no matter where it may be. In fact, on most any drive you can find places that bring to life the legends, folklore and famous events from our nation's past.

And while you're reliving thrilling moments of the past, your car helps make it an economical as well as a pleasant trip. Official AAA figures show that a large part of the costs of car ownership do not change with mileage. Whether you drive around the block or cross country, such things as depreciation, license fees and insurance remain about the same.

The relatively small cost of gasoline and oil is the main added expense for extra mileage. However, competition among U.S. oil companies has held

down these prices, and you get one of today's biggest bargains. So, as you can see quickly by the chart, every mile you drive costs less than the one before.

AVERAGE YEARLY DRIVING COSTS FOR A FAMILY OF FOUR			
For 5,000 miles*		For 15,000 miles*	
\$481.33	Depreciation	\$481.33	
104.39	Insurance	104.39	
16.86	License Fees	16.86	
116.00	Gasoline and Oil	348.00	
37.00	Maintenance	111.00	
25.50	Tires	76.50	
\$781.08	TOTAL FAMILY COST	\$1,138.08	
3.9¢	Cost per mile for each member of family	1.9¢	

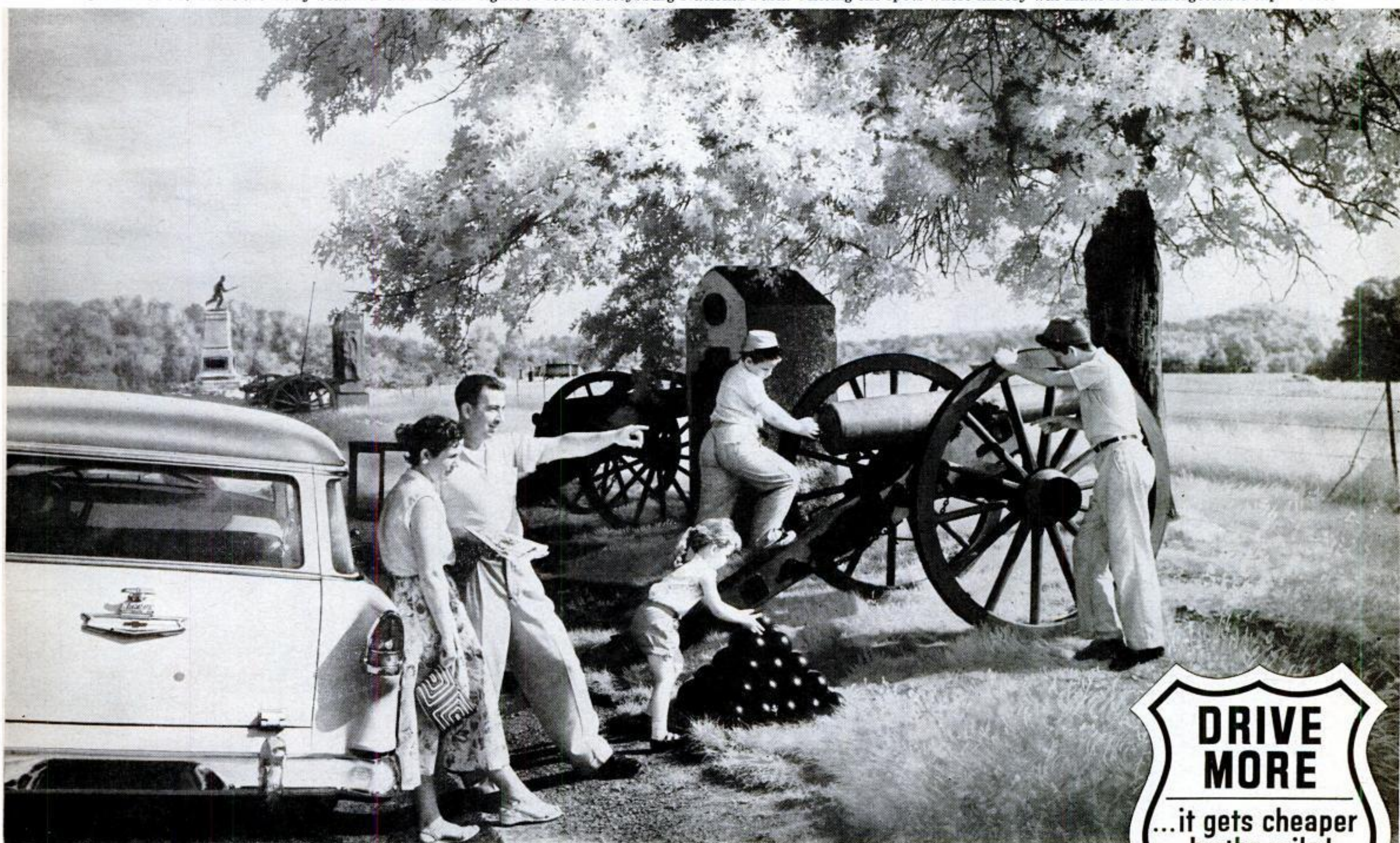
EXAMPLE FIGURED FOR FAMILY OF FOUR. YOUR FAMILY SIZE MAY CHANGE THIS COST A LITTLE.

*Source: AAA

This fall, take the family and explore the country. And please drive safely.

ETHYL CORPORATION New York 17, N.Y.

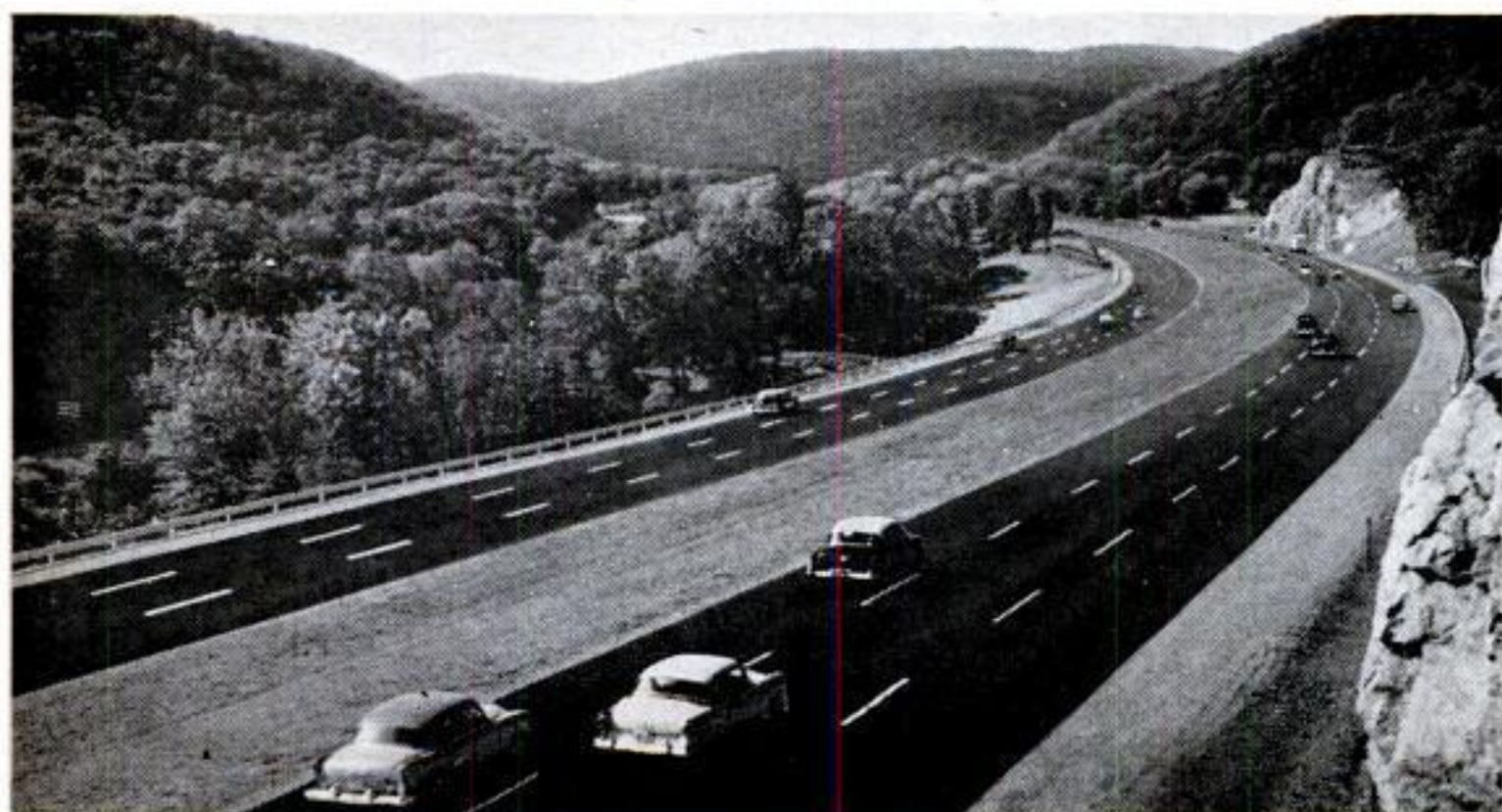
ON THE SPOT. There are many beautiful and historic sights to see at Gettysburg National Park. Visiting the spots where history was made is an unforgettable experience.



DRIVE MORE
...it gets cheaper by the mile!

SCENIC HIGHWAY: Modern asphalt highways make driving safer and more pleasant. You'll enjoy some of the country's most beautiful scenery and see many colorful and historic sites when you travel by car. It's fun for every member of the family.

FAMILY FRIEND: The service-station dealer can point out many local sites of interest. And he's ready with dependable service and reliable products for your car.



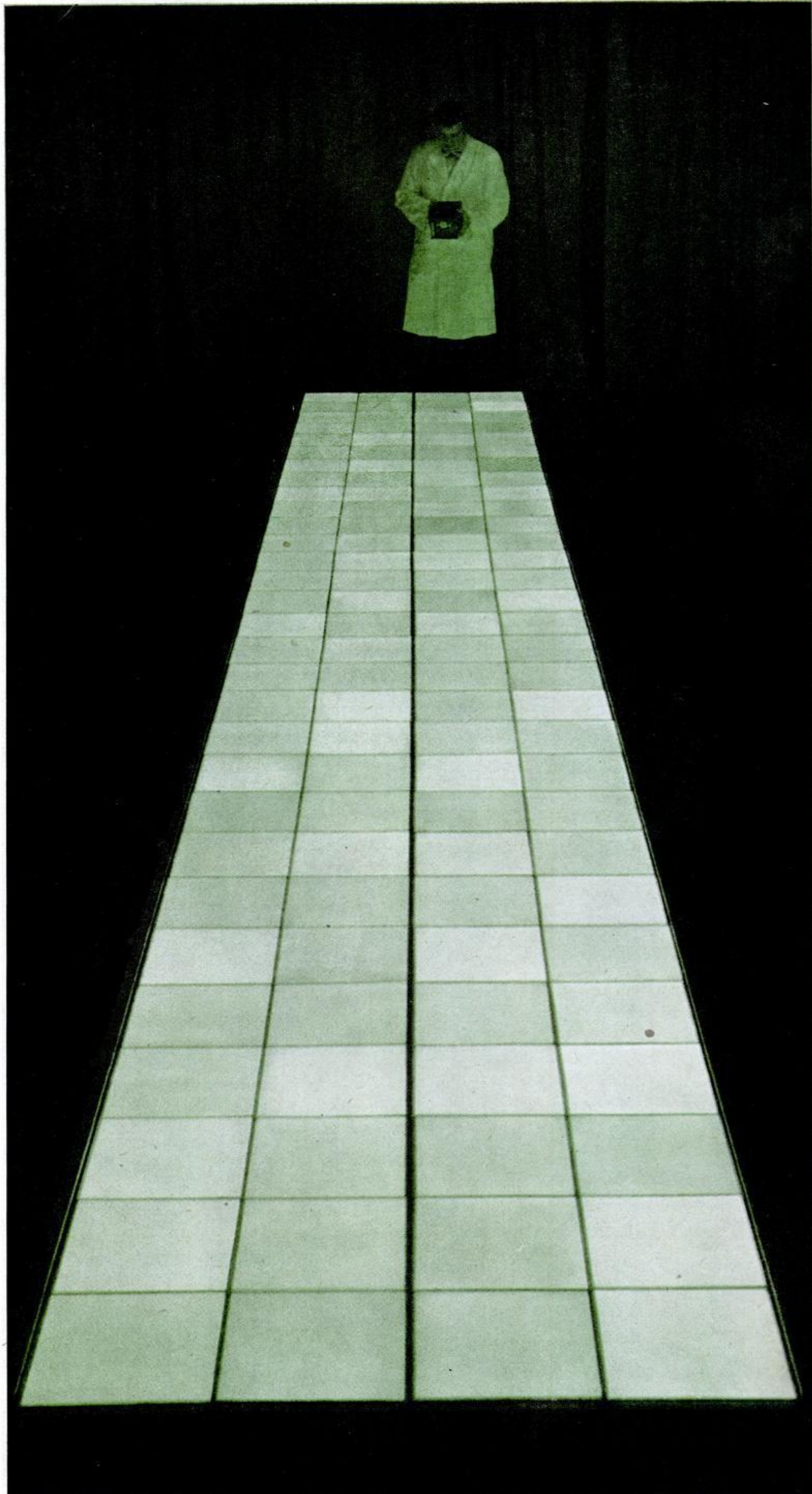
SPEAKING OF PICTURES

Green Glow of Future Illumination

NEW LIGHT SYSTEM
USES MANY COLORS

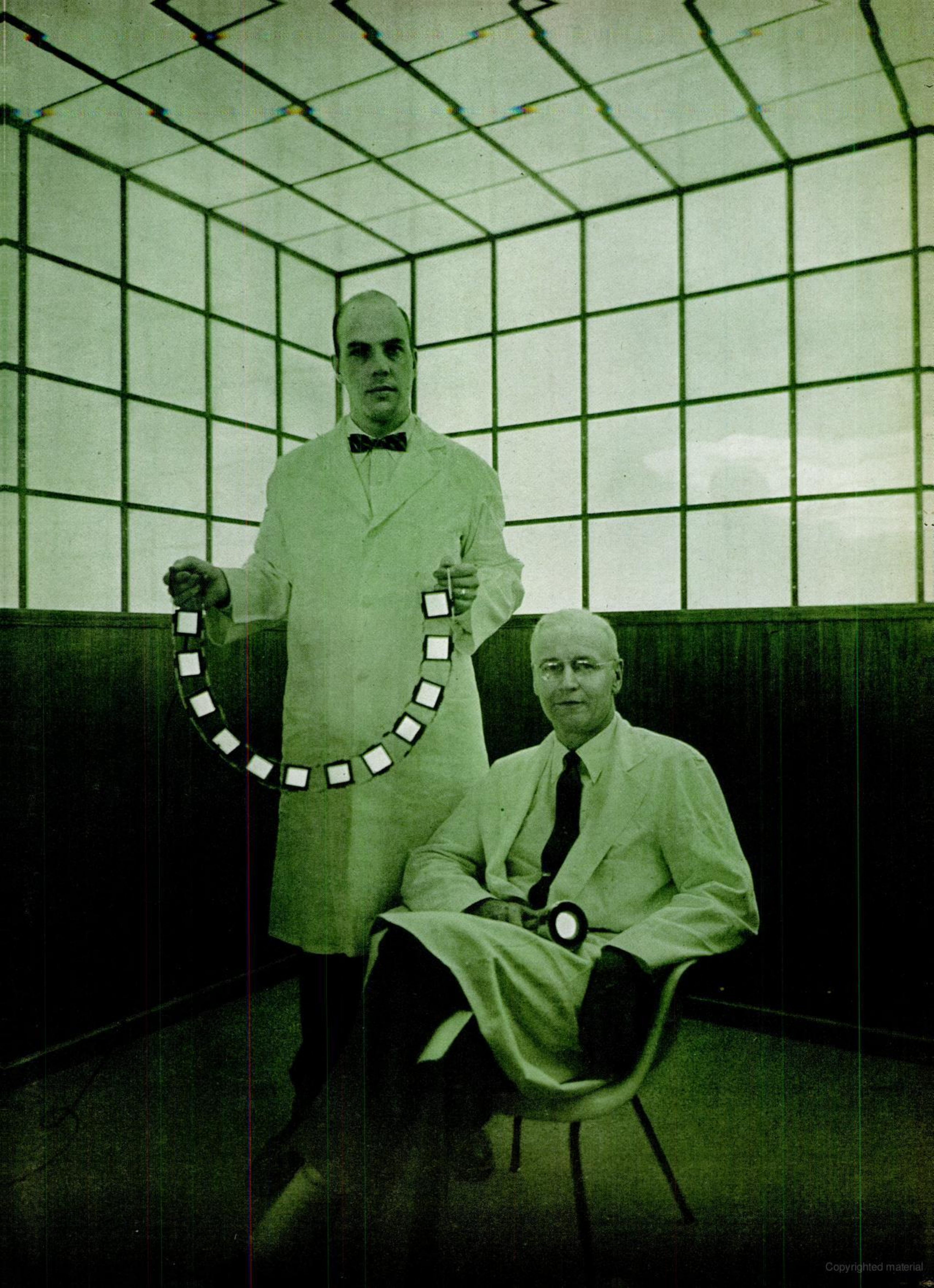
The green glow of a glass-paneled room in the Westinghouse Research Laboratories outside Pittsburgh last week brought close to practical reality a new look in lighting that physicists have been working on for years: an artificially illuminated room with no bulbs, tubes or light fixtures. Source of the light is 112 removable glass panels in the ceiling and walls, each a foot square and $\frac{1}{8}$ -inch thick. The glass is backed by a metal film with phosphor powder sandwiched in between. Charged with electricity, the panels give off a glareless light that leaves no shadows and is equivalent to five 40-watt fluorescent lamps.

The light is green because a particular phosphor, the most plentiful one, had been used. But with other phosphors the physicists have produced red, blue, yellow and white panels. The Westinghouse panel still uses too much electricity, but engineers are steadily improving its efficiency. Within a few years physicists expect that a homeowner will be able to adjust his room to the color and brightness he wants simply by turning a couple of knobs.



ARRANGED HORIZONTALLY, 120 of the electroluminescent panels give off a mottled glow because of structural variations, as Technician William Miller measures brightness with phototube.

IN paneled room Research Director E. G. F. Arnott holds a bulbless flashlight made with the panel glass as Physicist Peter Wolfe displays two-inch test panels three times brighter than big ones.



Holmes & Edwards



(ACTUAL SIZE) MADE BY THE INTERNATIONAL SILVER CO., U.S.A.

What is DeepSilver? An exciting new kind of silverware that's enriched and protected with extra silver! Never before has silverplated flatware been made to such luxurious standards.

America's finest stores invite you to **own a fabulous pierced serving**

Regular retail price, \$2.50

Imagine owning one of these gracious, pierced serving spoons. Tossing green salads with it. Draining sauce-y vegetables with it. Serving elegant desserts with it. No other serving piece is so genuinely useful to a smart hostess. Yet for a short time you may have this spoon . . . in any of these five beautiful patterns . . . for the unbelievable price of one dollar.

This offer was created to introduce you to a new kind of silverware that's lavished with extra, luxurious thicknesses of pure silver . . . DeepSilver! But time's limited. Look on the facing page for your nearest DeepSilver dealer. Hurry in for your serving spoon. You are under no obligation . . . and your spoon is unconditionally guaranteed to please . . . or your money back.

ONE

THESE CERTIFIED DeepSilver



DEALERS

guarantee you will be completely satisfied
with your serving spoon or your money back.

ALABAMA

Birmingham Loveman, Joseph & Loh
Cullman Kessler's Florist & Gift
Florence Mofford's Dry Goods Co.
Mobile L. Hammel, Jr. Jewel Box
Tuscaloosa Jewel Box

ARIZONA

Clifton Whelan Jewelry
Douglas Lister's
Flagstaff Brown's Credit Jewelers
Globe Cubitto Jewelry Store
Holbrook Warren F. Loken, Jeweler
Mesa Strauch's
Phoenix Tom Chaucer, Jeweler
Daniel's Jewelers
Goldwaters
Prescott Peterson's
Tucson Grunwald & Adams
Winslow Starr Jewelers

ARKANSAS

Ft. Smith Pat Malone Jewelry Co.
Little Rock Gus Blass Dept. Store
Texarkana Pfeiffer's of Arkansas
Owens Bros. Jewelers

CALIFORNIA

Alameda Alameda Jewelers
Albany Hollfelder's Jewelry
Alhambra Stedman's Jewelers
Anaheim The Broadway
Bakersfield American Jewelry Co.
Berkeley J. F. Hink & Son
Beverly Hills Dohrmann's
Chico Roy Rubens
Clifford's
Dunsmuir Huddle's Jewelry Store
Eureka Hollander's
Fairfield Pagar's Jewelers
Fontana Fontana Jewelers
Fresno Ennis
Fullerton McClellens Jewelers
Gilroy Lawton's Gem Shop
Glendale Jensen & Fallon
Parr's
Webb's
Huntington Park Ruff Jewelry Co.
Inglewood Roycroft Jewelers
Kingsburg Enn's Jewelry
Long Beach Buflum's
Dohrmann's
Los Angeles Barker Bros. Corp.
The Broadway
Bullock's
Coulter's
Dohrmann's
Le Roy's Jewelers
May Company
J. W. Robinson Co.
Slavick Jewelry Company
Elliott Jewelry
Marysville F. G. Mooney Co., Jewelers
Menlo Park George Hirtzel Jeweler
Novato McDonald's Jewelry Store
Oakland H. C. Capwell Company
Davidson & Licht Jewelry Co.
Kahn's
A. S. Samuels Company
Oceanside Sheldon's Jewelers
Oroshi Frey's Jewelry
Orono Conner's Jewelers
Palo Alto Hoffman Jewelers
Pasadena The Broadway
J. Herbert Hall Co.
F. C. Nash & Company
Arthur Linch Jeweler
Petaluma May Jewelers
San Carlos Baranov's Jewelers
San Diego A. L. Jacobs & Sons
J. Jessop & Sons
San Francisco Chas. Brown & Sons
The Emporium
Macy's
San Jose A. S. Samuels Co.
Hart's
Hudson's Jewelers

San Mateo John Pecten, Jeweler
Santa Cruz Allen & Sons, Jewelers
Santa Monica Dell Williams, Jewelers
Shaw's Jewelers
Santa Rosa Sawyer's Jewelers
Tulare Carter's Credit Jewelers
Ukiah John O. Wonder
Upland Scott's Jewelers
Vallejo The Broadway
Van Nuys Leonard's Jewelers
Visalia Williams' Jewelers
Watsonville Benson Jewelers
Woodland Benson Jewelers

COLORADO

Alamosa Velhagen Jewelry Company
Boulder Crowder Jewelers
Brush Hurdle's Jewelry
Eaves Jewelers
Delta McKnight Bros.
Denver Argento Brothers
William Crow, Jeweler
Daneels & Fisher
Bill Haws Jewelry
Kortz Jewelry Co.
Lauer's Jewelry Co.
The Miller Jewelry Company
Sundman's Jewelry
Trice's Jewelers
Ft. Collins Garwood's Jewelers
Golden Wendell G. Plummer, Jeweler
Glenwood Springs Bo-Mar Jewelry
Grand Junction A. C. Parsons, Jewelers
Greeley Graybeal Jewelers
Hawes Jewelry
Lakewood Rogers Jewelers
Longmont McCauley Jewelry
Loveland Jack Armstrong, Jeweler
Pueblo Rominger Crystal Shop
Sterling Kapelke's Jewelers
Trinidad Martin Jewelry
Westminster Kortz Jewelry Company

CONNECTICUT

Bridgeport Howland's
Michael Jewelers, Inc.
Shaw Jewelers, Inc.
Spector's
Bristol Malhaire Jewelers
Danbury F. L. Wilson Company
Derby Stone-Brook Silversmiths
East Haven David Schepers's Jewelry
Hartford Towne Jewelers
Hartford Michaels
Sage-Allen
Middletown Bernice Fields, Jewelers
Malloves
Michael's
Milford David Schepers's Jewelry
New Britain Michaels
New Haven Michaels
Savitt Jewelers
A. J. Siegel, Inc.
Spectors Jewelers & Silversmiths
New London Braters Home Furnish
Norwalk C. B. Jackson, Jewelers
Norwich Kelly's Credit Jewelers
Ridgefield Craig's Jewelry Store
South Norwalk Michael's Jewelers
David Pinkas, Jewelers
Stamford Zantow-Ferguson Jewelers
Torrington The W. W. Mertz Company
Waterbury Clayton-Jewelers
La France Jewelers
Michael's Jewelers
Emil's Jewelers
Plotkin's Jewelers

INDIANA

Auburn Little's Jewelry Store
Decatur Sutton's Jewelry Store
Elwood Earl G. Rhodes Jeweler
Evansville Kruckmeyer & Cohn
Uttarback's Jewelers
Fort Wayne Baber's Jewelry Store
Koeber's
Rose & Walsh Jewelers
Wolfe & Dessauer Co.
Taylorville Edwards Jewelry Store
Gary Owens Gift & Art Shoppe
Goshen Crowell & Terwilliger
Hammond Armstrongs Jewelers
Cousins Jewelers
Huntington Webb & Son
Indianapolis L. S. Ayres & Company
Wm. H. Block & Co.
Rogers Jewelers
The Rost Jewelry Co.
Chupp Jewelers
Gerry Mohman & Son
La Porte A. J. Schmitt-Jewelers
Lebanon Hall & Frank Jewelers
Logansport Mohman Jewelers
Marion Ralph Roessler Jewelers Inc.
Mishawaka Will's Jewelry Store
Nappanee E. Newcomer & Son
New Castle Fischel's Jewelers
Peru C. N. Metzner, Jeweler
Plymouth Derr Jewelers
Portland Arn's Jewelry Store
Richmond Rohe's Jewelry Shoppe

DELAWARE

Wilmington Carl A. Doubet, Jr.
Washington The Hecht Company
Woodward & Lothrop

DISTRICT OF COLUMBIA

Washington The Hecht Company
Woodward & Lothrop

FLORIDA

Coral Gables Balogh's of Coral Gables
Ft. Walton Beach Vandegriff Jewelers
Miami Burdines
Little River Jewelers
Slaters Jewelry Co.
Orlando Ray-Mears Jewelers
Plant City Edgar Hall, Jeweler
West Palm Beach Bechtel's Jewelers

GEORGIA

Atlanta Davison-Paxon
Augusta J. B. White & Co.
Lawrenceville Wilson's 5-and-10 Store
Waycross James E. Hart Jewelers

IDAHO

Boise Schubach's Jewelry Co.
Bonners Ferry Wickstrom Jewelry
Idaho Falls Schubach's Jewelry Co.
Kellogg Anthony Jewelers
Moscow David's Inc.
Nampa Lester Hamilton, Jeweler
Pocatello Molinelli's Jewelers
St. Anthony Ashcraft Jewelry
Sandpoint Russell Sayres, Jeweler
Wallace Anthony Jewelers

ILLINOIS

Belvidere Robert B. Lear
Bloomington Sore's Jewelers
Bushnell Robbins Jewelers
Canton Reicherts Jewelry Store
Carmi H. D. Bean
Casey R. N. Brown, Jewelers
Centralia Straits Jewelers
Champaign M. J. Reed, Jeweler
Chicago Robeson's Inc.
Baskind Jewelers
Carson Pirie Scott & Co.
The Fair
Hollands Jewelers
Kuba Jewelers
Mandel Brothers
Norman Jewelers
Olsen & Ebban Jewelry Co.
C. D. Peacock
Collinsville Spritz Jewelers
Danville R. M. Martin & Co.
Decatur Reich Bros. Jewelers
Burch Jewelers
Gontman Jewelers
Higgins Jewelry
Heart Jewelry
Elgin Community Jewelers
Eureka Schumacher's
Freeport Lucke Jewelers
Galesburg Berl Nord-Jeweler
Hearl's Jewelers
Arthur J. Nyman & Sons
Lambin Jewelers
Lambin Jewelers
A. D. Pattie
Duncan & Verner
Henry's Jewelry Store
Thompson Jewelers
Joliet Lakota Jewelers
National Jewelers
Reisberg's Jewelers
Kankakee Huff & Wolf Jewelry Co.
Volkman's Jewelers
Lincoln Charter's Jewelry Store
House & Sons, Jewelers
Macomb Arrasmith Jewelers
Lebold & Voegelé, Jewelers
Hampton's, Inc.
Rocca Jewelry & Gift Shop
Van Doren Jewelry Store
Malcolm Jewelers
Monmouth Peters Jewelry Co.
Morris W. T. Ostrem
Morton Gerbers Jewelry
Mt. Carmel Roberts Jewelry Store
Mt. Sterling L. A. Gross & Son
Mt. Vernon M. E. Jackson, Jeweler
Mishke Jewelers
Paris Thos. E. Keers, Jewelers
Pekin Jones Bros. Jewelers
Peoria Bremer Jewelry Company
Marcus Jewelry
Moore's Jewelers
Hoffman's Jewelry
Likes Jewelers
Brown Jewelry Store
Bolender's
Hoffman & Son
Olsen & Ebban Jewelry Co.
Springfield Bridge Jewelry Co., Inc.
Sullivan Evans Jeweler
Lawrence Edwards Jewelry Store
Vandalia F. F. Burns Jewelry
Villa Park George Zenger
Waukegan Silvey Jewelry Store
West Frankfort Jacobs-Lane Co., Inc.
Zion McCormack Jewelers

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Shaw Jewelers, Inc.
Spector's
Bristol Malhaire Jewelers
Danbury F. L. Wilson Company
Derby Stone-Brook Silversmiths
East Haven David Schepers's Jewelry
Hartford Towne Jewelers
Hartford Michaels
Sage-Allen
Middletown Bernice Fields, Jewelers
Malloves
Michael's
Milford David Schepers's Jewelry
New Britain Michaels
New Haven Michaels
Savitt Jewelers
A. J. Siegel, Inc.
Spectors Jewelers & Silversmiths
New London Braters Home Furnish
Norwalk C. B. Jackson, Jewelers
Norwich Kelly's Credit Jewelers
Ridgefield Craig's Jewelry Store
South Norwalk Michael's Jewelers
David Pinkas, Jewelers
Stamford Zantow-Ferguson Jewelers
Torrington The W. W. Mertz Company
Waterbury Clayton-Jewelers
La France Jewelers
Michael's Jewelers
Emil's Jewelers
Plotkin's Jewelers

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Uttarback's Jewelers
Fort Wayne Baber's Jewelry Store
Koeber's
Rose & Walsh Jewelers
Wolfe & Dessauer Co.
Taylorville Edwards Jewelry Store
Gary Owens Gift & Art Shoppe
Goshen Crowell & Terwilliger
Hammond Armstrongs Jewelers
Cousins Jewelers
Huntington Webb & Son
Indianapolis L. S. Ayres & Company
Wm. H. Block & Co.
Rogers Jewelers
The Rost Jewelry Co.
Chupp Jewelers
Gerry Mohman & Son
La Porte A. J. Schmitt-Jewelers
Lebanon Hall & Frank Jewelers
Logansport Mohman Jewelers
Marion Ralph Roessler Jewelers Inc.
Mishawaka Will's Jewelry Store
Nappanee E. Newcomer & Son
New Castle Fischel's Jewelers
Peru C. N. Metzner, Jeweler
Plymouth Derr Jewelers
Portland Arn's Jewelry Store
Richmond Rohe's Jewelry Shoppe

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Washington The Hecht Company
Woodward & Lothrop

DISTRICT OF COLUMBIA

Washington The Hecht Company
Woodward & Lothrop

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Ft. Walton Beach Vandegriff Jewelers
Miami Burdines
Little River Jewelers
Slaters Jewelry Co.
Orlando Ray-Mears Jewelers
Plant City Edgar Hall, Jeweler
West Palm Beach Bechtel's Jewelers

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Augusta J. B. White & Co.
Lawrenceville Wilson's 5-and-10 Store
Waycross James E. Hart Jewelers

Rushville Abercrombie Jewelers
Seymour Geo. F. Kamman
South Bend Harry E. Berg, Jewelers
Krauss's Jewelers
Robertson's
George H. Wheelock & Co., Inc.
Wabash C. N. Helzner, Jeweler
Warsaw Fred S. Ward, Jewelers, Inc.
Washington Hagel's Jewel Shoppe

IOWA

Algona Sharp's Jewelry
Atlantic Edward P. Cole
Burlington Eric Anderson Jeweler
Paule Jewelry Co.
Carroll Kelly's Jewelry
Cedar Falls The Pfeiffer Company
Cedar Rapids The Killian Co.
Newman's
Newton's Jewelry
Peiffer's Jewelry
Prastka Jewelers
Siebke and Taylor
O. A. Royer & Son
Cramers Jewelers
Albert's Jewelers
Goodman's Jewelers
Shaw's Jewelry
Kulsh Jewelers
Warford Jewelers
Glick's Jewelry Co.
C. Jensen Jeweler
Pigg & Co.
Kelley's Jewelry
Roscoe's Jewelry
Davidson's
Helmberg's
Younkers
J. F. Stamper Co.
Eagle Grove Noonan & Tomke Jewel.
Estherville G. W. Robinson
Fairfield Paul L. Svacina, Jeweler
Fort Dodge Kirkberg Jewelers
Harlan Tinsley's Jewelry Store
Humboldt Hof Jewelry
Ida Grove Murray Credit Jewelers
Iowa City Wayne's Jewelers
Jefferson Sidney's
Keokuk Crescent Jewelers
Lake Mills Moe's Jewelry
Manchester Walter Rossman
Marshalltown Giltam's Jewelry Inc.
Hoffman Jewelry Co.
Newton's Jewelry
Blanchard's Jewelry
Helzberg's
Missouri Valley Roberts Jewelry
Monticello Nelson's Jewelry Store
Mt. Pleasant F. B. Crane & Son
Nevada White Jewelry
New London De Jaynes' Jewelry
Oskaloosa Collins Jewelry Store
Red Oak Cole's Jewelry Store
Shenandoah Lawson's Jewelry Gifts
Sioux Center Van's Jewelry
Sioux City Brodkey & Goodside Jewel.
Crescent Jewelry Co.
T. S. Martin Co.
Van Schreeven Jewelry Co.
Younkers
Spencer Nelson Jewelry
Tanda Jewelry
Paxton Jeweler
Davidson's, Inc.
Newton's Jewelry

MAINE

Caribou Johnson's Jewelers
Lewiston Henry Nolin Jeweler
Portland J. A. Merrill & Co.
Porteous Mitchell & Braun
George T. Springer Co.
Brown's Jewelry Store
Sulka Jewelers

MAINE

Baltimore The Hecht Co.
Hutzel's
Stewart & Co.
Carbert's
Bethesda G. L. Tubman & Sons
Cumberland S. T. Little Jewelry Co.
Federalburg G. L. Tubman & Sons
Ridgely C. Elwood Cherry

MASSACHUSETTS

Boston The E. B. Horn Co.
Jordan Marsh Company
Kay Jewelry Co.
Thos. Long Co.
A. Stowell Co.
Gurney Bros. Co.
Wilcox Jewelers
Strand Jewelers
Canton M. J. Kittredge Inc.
Chicopee Falls Stewart & Heney, Inc.
Clinton Coleman Jewelry
Fitchburg Clear's Jewelers
Greenfield Clear's Jewelers
Holyoke M. Hirsch & Sons Inc.
Lynn E. A. Doyle Inc. Jewelers
Arthur Stern Jeweler
Marshall's
Centra Jewelry Co.
Frank Dilego, Jeweler
Jolley Jewelers, Inc.
Northampton M. J. Kittredge Inc.
Pittsfield England Bros.
W. D. Phinney Co.
Plymouth Tyler's
Southbridge Gay's Jewelry Store
Forbes & Wallace
The Hall Galleries
M. J. Kittredge Inc.
Gerald F. Moran
Newell's Inc.
Westfield M. J. Kittredge Inc.
Felix Marek, Jeweler
Woburn Henry Billauer
Worcester Denholm and McKay Co.
Kranich Bros. Jewelers

MICHIGAN

Adrian Berndt's Jewelry
Algonac Koch's Jewelry
Bad Axe Sageman's Jewelry
Battelle Creek Miller Jewelers
Bay City Heglund & Beyer Jewelers
Big Rapids Herman Hiss & Co.
Brighton Maney's Jewelry
Cheboygan Cooper Jewelry
Cheboygan Travis Jewelry
Coldwater Kless Jewelry
Crystal Falls Anderson's Jewelry
Detroit Crowley-Miller & Co.
J. L. Hudson Company
People's Outfitting Co.
Fenton Max Davis Jewelers
Flint Magill & Co.
Smith-Bridgman & Co.
Wethered-Rice Co.
Grand Rapids Herkner Jewelry Co.
Siegel Jewelry Co.
Paul Steketee & Sons Company
The Wurzburg Company
Greenville Nielsen Jewelry
Grosse Pointe Wolf's Jewelers
Hastings Roger L. C. B. Hodges
Hillsdale Roger L. C. B. Hodges
Holland Post Jewelry and Gift Shop
Howell Yax Jewelry
Hudsonville Frens Jewelry
Ionia Peterson Jewelers
Jonesville Arthur M. Fiebig, Jeweler
Kalamazoo Fern-Miller's Jewelers
Hamilton Jewelry
Carl V. Rock Jeweler
Williams & Company Jewelers
Lansing Hicks Jewelers
Linn & Owen Jewelers
Lowell Avny Jewelers
Ludington Scholl Jewelry Co.
Marquette Schoch & Hallam
Midland Losey's Fine Jewelry
Mount Clemens M. L. Green and Son
Muskegon Thompson's Jewelry
Niles Morgan's Jewelers
Owosso Thayer's Jewelers
Pontiac D. H. Wren Jewelry
Connolly Jewelers
Fred N. Pauli Co.
Kent Jewelers
Blair Daniel's Jewelers
Morley Brothers
Nelson & Hein
Thomas Jewelers
Earl Cobb Jeweler
F. A. Earl Jewelers
Dekker's Jewelry
Zeeland Zeeland Jewelers

KENTUCKY

Ashland Polan's Jewelers Inc.
I. N. Pollock Inc.
Royal Jewelry Co., Inc.
Covington Elmer T. Herzog
Hazard Stiles Jewelry Store
Henderson Heilrich's
Lexington Skuller's
J. Bacon & Sons
Louisville Seng Jewelers
The Stewart Dry Goods Co.
Madisonville Bittles' Jewelers
Murray Furches Jewelry
Paducah Nagel & Meyer Jewelers
Shelbyville Mark J. Searce

LOUISIANA

Alexandria Gem Jewelry Co.
C. A. Schnack Jewelry Co.

Baton Rouge Fred Nacoli Jewelers
Normans Jewelers
Lake Charles Gem Jewelry Co.
Rider Jewelry Co.
New Orleans Bernard & Grunning
Hausmann
D. H. Holmes Co. Ltd.
White Brothers Jewelers
Palace Jewelers
Security Jewelers

MINNESOTA

Ada Don Johnson Jewelry
Albert Lea Braaten's Jewelry
Schultz Jewelry
Hedine Jewelry Store
Struckmann's Jewelry
Austin Elam's Jewelry
Bemidji Willis Norden Jewelers
Benson Odden's Jewelry
Blue Earth Hawkins Jewelry Store
Brainerd Time Jewelry
Buffalo Setberger Jewelers
Chatfield Brekke's Jewelry
Chisholm Dwyer's Jewelry Store
M. Leibovitz
Cloquet Freeman Jewelry
Cokato Setberger Jewelers
Crosby Harvey's Jewelry
Detroit Lakes Price's Jewelry
Duluth I. Freimuth Dept. Store
Kanters Jewelers
Kangas Jewelry
L. C. Stember
Dandeleit Brothers
Kuhman's Jewelry
Millich Jewelry
Randall's Jewelry
Sjostrand Jewelry
Pederson Jewelry
W. J. Hager Jewelry
Sher's Jewelry
Fitzsimmons Jewelry
Gervais Jewelry
James F. Conway
Wiktstrom Jewelers
Engesser Jewelers
Marshall James Marcotte Jewelry
Milaca Oslund Jewelry
Dayton's
Donaldson's
J. B. Hudson Co.
Powers

MAINE

Baltimore The Hecht Co.
Hutzel's
Stewart & Co.
Carbert's
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Austin Elam's Jewelry
Bemidji Willis Norden Jewelers
Benson Odden's Jewelry
Blue Earth Hawkins Jewelry Store
Brainerd Time Jewelry
Buffalo Setberger Jewelers
Chatfield Brekke's Jewelry
Chisholm Dwyer's Jewelry Store
M. Leibovitz
Cloquet Freeman Jewelry
Cokato Setberger Jewelers
Crosby Harvey's Jewelry
Detroit Lakes Price's Jewelry
Duluth I. Freimuth Dept. Store
Kanters Jewelers
Kangas Jewelry
L. C. Stember
Dandeleit Brothers
Kuhman's Jewelry
Millich Jewelry
Randall's Jewelry
Sjostrand Jewelry
Pederson Jewelry
W. J. Hager Jewelry
Sher's Jewelry
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Kalamazoo Fern-Miller's Jewelers
Hamilton Jewelry
Carl V. Rock

[Continued] More dealers offering you
a fabulous serving spoon of new

DeepSilver

[Regular price \$2⁵⁰] for only

ONE DOLLAR!

Choose from the five lovely patterns
shown on preceding page!

OHIO (Cont.)

Lorain.....Sobel Jewelers
Marietta.....Baker and Baker
Massillon.....Hidreth's Jewelry
Napoleon.....Sutter's Jewelers
Newark.....Reichert Jewelers
Newcomerstown.....H. L. Art—Your Jeweler
New Philadelphia.....Symons Best Jewelry
Painesville.....Curtiss Jewelers
Piqua.....The Watch Shop
Portsmouth.....Lowell Jewelry Co.
Sandusky.....John Rich Jewelers
Sidney.....Thoma & Sons
Springfield.....Carr's Jewelry Store
Struthers.....Roberts Jewelers
Toledo.....W. L. Wilhelm Jewelers
Troy.....Burns & Gove Jewelers
Uniontown.....Roberts Jewelers
Warren.....Thoma Jewelers
Youngstown.....The Hoffman-Green Jewelers
Zanesville.....John Aebischer Jewelers

OKLAHOMA

Ada.....Gem Jewelry
Ardmore.....B. & L. Jewelers
Chickasha.....Tindell's Jewelers
Duncan.....Rosenfeld's Jewelry
Enid.....Bell Jewelers
Miami.....Rosenfeld's Jewelry
Oklahoma City.....Dawson Jewelry Co.
Ponca City.....John A. Brown Co.
Shawnee.....B. C. Clark Jewelers
Tulsa.....Rosenfeld's Jewelry

OREGON

Albany.....W. R. TenBrook Jeweler
Astoria.....U. Laine's Jewelry
Baker.....Curtis Jewelry Store
Burns.....Felt's Jewelry
Corvallis.....Coleman's Jewelry Store
Eugene.....The Diamond Shop
Forest Grove.....Skeie's Jewelry Store
Lebanon.....Timmerman & McNair
Medford.....Landstrom's Jewelers
Nyssa.....Brophy's Jewelers
Oregon City.....Paulus Jewelers
Pendleton.....Gerards Jewelers
Portland.....La Roy Jewelers
Salem.....Lipman Wolfe & Co.
Sweet Home.....Lipman Wolfe & Co.
Tillamook.....Meier & Frank Co.
Toledo.....Stevens & Son
Wm. E. Papez

PENNSYLVANIA

Aliquippa.....Eger's Leading Jeweler
Allentown.....Gem Jewelers
Clyde R. Minich
Vogt's Jewelry

Bangor.....Steckel's Jewelry
Bethlehem.....Samuel Ramball Jeweler
Boyetown.....Robert C. Coxon
Bristol.....R. Wallace Jeweler
Carlisle.....J. S. Lynn
Cheltenham.....B. B. Stearns
Doylestown.....Gimbel's
E. Stroudsburg.....Howard's Jewelry Store
Franklin.....Vatin-Burns-Mawhinney
Greenville.....Mio R. Williams
Hanover.....Mark E. Trone
Huntingdon.....Black's Jewelry Stores
Jeannette.....Eckert's Jewelry
Lancaster.....Kranich Bros. Inc. Jewelers
Lancaster.....Jack Schwartz Jeweler
Lansdale.....Shaffner
Lafayette.....Watt & Shand
Lafayette.....Zook's Jewelers Inc.
Lafayette.....Hoersch's Jewelers
Lafayette.....C. S. Graft Jeweler
Lafayette.....Jerome Meyer Co.
Lafayette.....Jesse N. Kerr Jeweler
Lafayette.....D. C. Cushman
Lafayette.....Best Jewelers
Lafayette.....I. R. Grimm
Lafayette.....Bailey Banks & Biddle Co.
Lafayette.....Barr's Jewelers & Silversmiths
Lafayette.....J. E. Caldwell & Co.
Lafayette.....Gimbel's
Lafayette.....Lit Bros.
Lafayette.....McDonald's
Lafayette.....Sneltenburg's
Lafayette.....Fred Troxell Jeweler
Lafayette.....Gimbel Bros.
Lafayette.....Joseph Horne Co.
Lafayette.....Kaufman's
Lafayette.....Wicks Jewelry
Lafayette.....Al Wessley
Lafayette.....A. E. Willauer Jeweler
Lafayette.....Robert C. Green's Son
Lafayette.....Jack Gerzon
Lafayette.....Kagen's Inc.
Lafayette.....Art Reagan
Lafayette.....Altier Credit Jewelers
Lafayette.....The Globe Cieland-Simpson Co.
Lafayette.....Silverman's
Lafayette.....W. M. Vasing
Lafayette.....Shamokin Zimmermanns Jewelers Inc.
Lafayette.....Harvey Stahl
Lafayette.....Soudertown Goshaw's Jewelry & Gifts
Lafayette.....A. B. Wyckoff
Lafayette.....John Dagle—Jeweler
Lafayette.....El-Jay Jewelers
Lafayette.....Gustin's Jewelry
Lafayette.....Phinip Miller
Lafayette.....Kenyon Bros. Jewelers
Lafayette.....Matthew Jewelers

TEXAS

Abilene.....Hugh Bowie Jeweler
Abilene.....Busch & Sons Jewelers
Albino.....Lester's Jewelry
Alpine.....Shepherd Jewelers
Alvin.....Huser's of Alvin
Amarillo.....Zale's Jewelers
Angleton.....De Blanc Jewelry
Austin.....Krug's
Austin.....Zale Jewelry
Bay City.....Tetts Jewelry Company
Beaumont.....Gem Jewelry Co.
Big Spring.....Zale's Jewelers
Brownwood.....Nathans Jewelers
Bryan.....Caldwell's Jewelers
Corpus Christi.....Brodney's Jewelers
Corsicana.....Lichtenstein's
Crockett.....Sam Daiches Jeweler
Dallas.....Perdue's Jewelry
Dallas.....Titcher-Goeftinger
Dallas.....Zales Jewelry
Del Rio.....Wood Jewelers
Donna.....Bird's Flowers & Gifts
El Paso.....American Furniture Company
Fort Worth.....Goldstein Brothers
Fredericksburg.....E. L. Walter Jeweler
Gainesville.....Tappan's Jewelers
Greenville.....Howard's Jewelers
Houston.....Levy's Jewelers
Houston.....Foley's
Houston.....Nolen Jewelers
Houston.....Zale Jewelers
Huntsville.....Ernst Jewelers
Kerrville.....Lewis' Jewelry Store
Lake Jackson.....Nowlin Jewelry
Laredo.....Richter's
Livingston.....Zale's Jewelers
Lockhart.....Livingston Drug Co.
Lubbock.....The Jewel Shop
Lubbock.....Anders Bros. Jewelers
Lubbock.....Cooper's Jewelry
Lubbock.....Lester's Jewelry
McAllen.....Britton's Jewelry
Mexico.....J. M. Eller The Jeweler
Midland.....Hughes Jewelry
Odessa.....Lester's Jewelry
Paris.....T. L. Miller Jewelers
Port Arthur.....Spangler's
Port Arthur.....Gem Jewelry Co.
San Antonio.....Nathans Jewelers
San Antonio.....Alamo Jewelry Co.
San Antonio.....Bell Jewelry Co.
San Antonio.....Joskes' of Texas
Schulenburg.....H. P. Schaefer
Sherman.....Tappan's Jewelry
Taylor.....House Jewelry Company
Texas City.....Kay's Jewelers
Texas City.....Peterman Jewelry Co.
Trinity.....Parker's
Tulsa.....Heard & Jones
Wharton.....Sharmen's Jewelers
Wichita Falls.....Zale's Jewelry Co.

RHODE ISLAND

Newport.....Jordan's—Jewelers
Pawtucket.....David R. Rough Inc.
Providence.....Ceres' Jewelers
Providence.....Boston Store
Providence.....Michael-Bauer

SOUTH CAROLINA

Columbia.....Belk's Dept. Store
Dillon.....Davis Jewelers
Georgetown.....Maloney's
Greenwood.....Thayer's
Rock Hill.....Marshall Jewelry Co.
Sumter.....Galloway & Moseley Jewelers

SOUTH DAKOTA

Aberdeen.....Ehrlich's Jewelry Store
Brookings.....Kirkpatrick's
Canton.....Beatty's Jewelry
Canton.....Moe's Jewelry & Gifts

De Smet.....Floyd's Jewelry
Flandreau.....C. E. Beatty Jeweler
Huron.....Perriton Drug & Jewelry
Mankato.....Jensen & Christensen
Mitchell.....Cotton's Jewelry
Rapid City.....Landstrom's Jewelry
Redfield.....Olson's Jewelry & Gift Shop
Sioux Falls.....Horwitz Jewelers
Sioux Falls.....Frank Hyde Jewelry Co.
Spearfish.....Blue Drug and Jewelry
Watertown.....Prey's Jewelers

TENNESSEE

Alamo.....Alamo Jewelry Co.
Chattanooga.....Miller's
Columbia.....Helm's
Cookeville.....Borden Jewelry
Gallatin.....Blues Jewelry Store
Humboldt.....Rogers Jewelers
Jackson.....Roberts Jewelers
Lawrenceburg.....Downey & Jones
Lewisburg.....Downey & Jones
Memphis.....Proffitt's
Memphis.....The John Gerber Co.
Memphis.....Lowenstein's
Morristown.....Clifton's Inc.
Nashville.....Castner-Knott
Paris.....Leach's
Pulaski.....R. L. Rost Jeweler
Springfield.....Downey & Jones
Tiptonville.....Bryant's Jewelry Store

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San Antonio.....Joskes' of Texas
Schulenburg.....H. P. Schaefer
Sherman.....Tappan's Jewelry
Taylor.....House Jewelry Company
Texas City.....Kay's Jewelers
Texas City.....Peterman Jewelry Co.
Trinity.....Parker's
Tulsa.....Heard & Jones
Wharton.....Sharmen's Jewelers
Wichita Falls.....Zale's Jewelry Co.

RHODE ISLAND

Newport.....Jordan's—Jewelers
Pawtucket.....David R. Rough Inc.
Providence.....Ceres' Jewelers
Providence.....Boston Store
Providence.....Michael-Bauer

SOUTH CAROLINA

Columbia.....Belk's Dept. Store
Dillon.....Davis Jewelers
Georgetown.....Maloney's
Greenwood.....Thayer's
Rock Hill.....Marshall Jewelry Co.
Sumter.....Galloway & Moseley Jewelers

SOUTH DAKOTA

Aberdeen.....Ehrlich's Jewelry Store
Brookings.....Kirkpatrick's
Canton.....Beatty's Jewelry
Canton.....Moe's Jewelry & Gifts

Burlington.....The Bero Co., Inc.
Manchester Center.....F. J. Preston & Son Inc.
Rutland.....Manchester Center, McWayne Jeweler
Rutland.....Freeman Hascall Jewelers
Rutland.....F. B. Howard Co. Inc.

VIRGINIA

Charlottesville.....Keller and George, Inc.
Danville.....Thalhimer's
Front Royal.....Rufus W. Wall Jeweler
Galax.....C. H. Henderson Jewelry
Lawrenceville.....W. S. Peebles & Co., Inc.
Lynchburg.....Phillips Bros. Jewelers
Martinsville.....Rimmer's Jewelers
Newport News.....Nachman's
Petersburg.....McElrath Jewelers
Radford.....Jordan Bros. Jewelers
Richmond.....Wall's Jewelers
Richmond.....Bams Jewelers
Wytheville.....Moore & Company

WASHINGTON

Auburn.....Nelson's
Beloit.....Wyman Tracy Jeweler
Chehalis.....Burnett's
Clarkston.....Thill's Jewel Box
Everett.....Hans Hagen Jeweler
Montesano.....Gaston Moch
Moses Lake.....Mentl Jewelers
Pasco.....Crater's Jewelry
Port Angeles.....Fulton Jewelers
Port Orchard.....Parks Jewelry
Richland.....McVicker Jewelry
Seattle.....The Bon Marche
Seattle.....Jensen & Nielsen
Seattle.....Ursino's Fifth Avenue Jewel Box
Shelton.....Buckwith's Jewelry
Spokane.....The Crescent
Tacoma.....Sarlori's Jewelers
Tacoma.....The Bon Marche
Tacoma.....LeRoy Jewelers
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Tacoma.....Rhodes Department Store
Vancouver.....Sparks Co.
Wenatchee.....Kelly-Nelson Jewelry

WEST VIRGINIA

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Charleston.....Lincoln Jewelers
Huntington.....Anderson Newcomb Co.
Morgantown.....Julius Kay
Weir.....Davis Jewelry and Gift
Wheeling.....King's Jewelry Co.
Wheeling.....Pann Jewelers
Wheeling.....Stone & Thomas

WISCONSIN

Appleton.....Martin Hupka—Jeweler
Baldwin.....Vanda's
Beloit.....J. W. Anderson—Jewelers
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Columbus.....Maloney's Jewelry
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Eau Claire.....Fleming Jewelers
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Fond du Lac.....Vanderlie Jewelers
Fond du Lac.....Glaser's Jewelry
Fond du Lac.....Krahl Jewelry
Fond du Lac.....C. W. Uffenbeck & Son
Fort Atkinson.....Hadinger Jewelry
Green Bay.....H. C. Prange Co.
Janesville.....Dubes Jewelry
Kenosha.....Gottfredsen and Nicolli
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Manitowish.....Boelter's Jewelry Store
Manitowish.....Fehrs Jewelry Co.
Marinette.....Rummele's Jewelry Store
Marinette.....Lauerman Bros. Co.
Milwaukee.....Bloddel's
Milwaukee.....Gimbels
Milwaukee.....Ed. Schuster & Co. Inc.
Monroe.....Pandow Jewelers
Mt. Horeb.....Bergey Jewelry & Gift Shop
New Holstein.....Schneider's Jewelry & Gifts
Platteville.....Tiedeman Jewelry
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Prairie du Chien.....Garrity's Jewelry
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Stanley.....B. Rudnick Jewelers
Superior.....Kordahl Jewelers
Superior.....H. Cedar
Superior.....Peter's Jewelry
Viroqua.....Lucas Jewelers
Waukesha.....Estberg Jewelers

WYOMING

Laramie.....Midwest Sporting Gds. Store

HAWAII

Wailuku, Maui.....Emura Jewelry

LETTERS TO THE EDITORS

SEGREGATION

Sirs:

LIFE's first instalment on segregation is clear and absorbing ("How the Negro Came to Slavery in America," LIFE, Sept. 3). The reader receives a better understanding of the problems of segregation when he studies this commendable series.

ARTHUR MURRAY AIRINDER
New York, N.Y.

Sirs:

Don't you Yankee editors have anything constructive to print that will benefit all mankind in this country? Don't you think the segregation issue has been kicked around enough?

WELDON STIMSON
Austin, Texas

Sirs:

Just a word of praise for your first article in the segregation series.

For a popular, readable and well-balanced account, yours is very good. The pictures are excellent.

L. D. REDDICK
Chairman, Dept. of History
Alabama State College
Montgomery, Ala.

Sirs:

The Sept. 3 issue of LIFE arrived today. It is now in the trash.

DR. JAMES W. WHALEN
Dallas, Texas

Sirs:

Here is an interesting sidelight on *Uncle Tom's Cabin*. When the play was first cast in Troy, N.Y., in 1852, G. C. Geron refused to go on as Uncle Tom. The only Negro hitherto seen on the stage was the stock minstrel darky and the actor feared it would jeopardize his reputation as a serious actor.

The manager pleaded with him that Uncle Tom was a new type, one that had to be created.

A surviving daguerreotype reveals that G. C. Geron was not at all like the standard Uncle Toms epitomized on the stage later on. He was slight and frail, a victim of tuberculosis. He died two years later in Chicago.

HARRY BIRDOFF
New York, N.Y.

Sirs:

I was appalled when I received the latest copy of LIFE magazine to see a picture of the slave market on its cover. It is high time we buried atrocious reminders of our shameful past. What does a Negro have to have to prove that he should have the same standing as any other American?

JAMES M. SWARTZ
Baltimore, Md.

Sirs:

To begin with slavery casts a weight of judgment in the wrong direction so far as placing full value upon the Negro's position is concerned. Yet I want to commend you for bringing some light upon a subject that has generated mostly heat.

A. A. BANKS JR.
Pastor
Second Baptist Church of Detroit
Detroit, Mich.

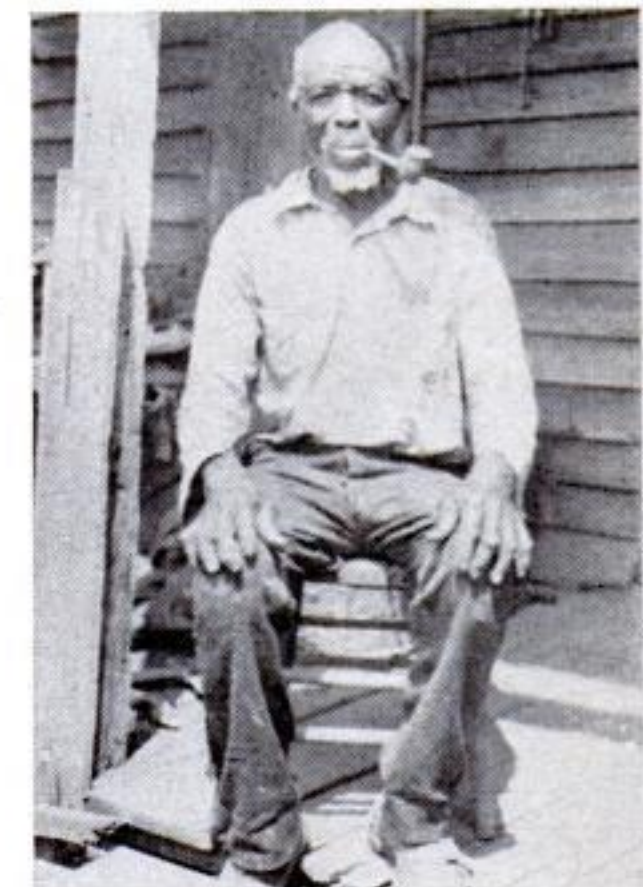
Sirs:

Thank you for that thrilling article concerning my ancestors. The compassion and kindredship I felt for my ancestors was at its fullest peak after reading the article.

ROWENA TOMLINSON
Philadelphia, Pa.

Sirs:

You might be interested in the story of the last survivor of the last cargo of slaves brought to America. "Kazoola" was smuggled into Mobile with 109 other slaves in 1860 aboard



the two-masted schooner *Clotilde*, captained by William Foster. They settled in the community of Plateau, then a suburb of Mobile, and many of their descendants still live there. Kazoola's name was changed to Cudjo Lewis. He was exceptionally intelligent and had a quaint sense of humor. This picture of him was taken in 1931. I believe he died about four years later, at the age of 93.

LEO M. BROWN
Mobile, Ala.

Sirs:

Among the sketches accompanying this first article was that of the world antislavery convention held in London in 1840.

It is not widely known that this convention, dedicated as it was against slavery, displayed another kind of rank discrimination. Lucretia Mott and other female members of the American delegation were barred from participation because they were women despite the vigorous protests of Wendell Phillips, William Lloyd Garrison and Henry B. Stanton, other members of the American group.

ISRAEL KUGLER
Brooklyn, N.Y.

CONTINUED

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582 CASH PRIZES

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THIRD PRIZE \$1,000

3 FOURTH PRIZES \$500 ea. **6 FIFTH PRIZES \$200 ea.** **20 SIXTH PRIZES \$100 ea.** **20 SEVENTH PRIZES \$50 ea.** **100 EIGHTH PRIZES \$25 ea.** **430 NINTH PRIZES \$10 ea.**

* Downyflake Waffles is playing Santa Claus, and his bag is filled with big fat Christmas Cash Bonuses. How would you like to get your family a big color TV, new Christmas outfits for the kids, and pretty presents for everyone? Would \$5,000 do it? Then enter Downyflake's contest. There are 582 cash prizes just waiting for someone like you to complete Downyflake's easy-rhyming jingle. Do it now! For your convenience, there's an entry blank with every package of Downyflake Waffles. Winners' checks will be mailed week of Dec. 10, 1956.

HINTS ABOUT frozen DOWNYFLAKE 1-minute WAFFLES TO HELP YOU WIN

NO BATTER! NO BOTHER! You're never more than one minute away from delicious waffles with the Downyflake kind on hand. Just pop 'em into the toaster and get ready for really good eating. No more waiting for firsts or seconds. No more messy bowls and waffle iron to clean.

JUST LIKE HOME-MADE! Light, crisp, golden-brown Downyflake Waffles are every bit as delicious as the kind you make at home. And with Downyflake, you get perfect waffles every time.

DELICIOUS 'ROUND THE CLOCK! Sure Downyflake Waffles are wonderful for breakfast, but now that you can have 'em in one minute, use Downyflake Waffles wherever you'd use toast. A waffle base makes your meals sing! Enjoy Downyflake Waffles at mealtime, snacktime, any time.

You'll probably get many more ideas for finishing Downyflake's jingle once you try 'em, so buy a few packages today. Send in your entry, and Santa may have a big Christmas Cash Bonus for you.

EASY CONTEST RULES

1. Fill in the last line for the Downyflake jingle. Make your last line rhyme with the word "rate." Print or write plainly on the official entry blank or on one side of a plain sheet of paper.
2. Each entry must be submitted on or accompanied by the package tray from Downyflake Waffles. Mail entries to: "Christmas Bonus Jingle" Contest, P.O. Box 6C, Mount Vernon 10, New York.
3. Any resident of the United States and its territories may compete except employees of the Waffle Corporation of America, its advertising agencies and their families. Only one prize to a family. Contest

- subject to all federal, state and local regulations.
4. Contest closes at midnight, November 17, 1956. All entries must be postmarked before that time.
5. Prizes as listed will be awarded by the Reuben H. Donnelley Corp. on the basis of originality, sincerity and aptness of thought. Judges' decisions are final. Duplicate prizes will be awarded in case of ties. No entries returned. All entries become the property of the Waffle Corp. of America.
6. Prize winners will be notified by mail. Complete list of winners will be sent on request to anyone sending a self-addressed envelope.

JUST FINISH THIS JINGLE

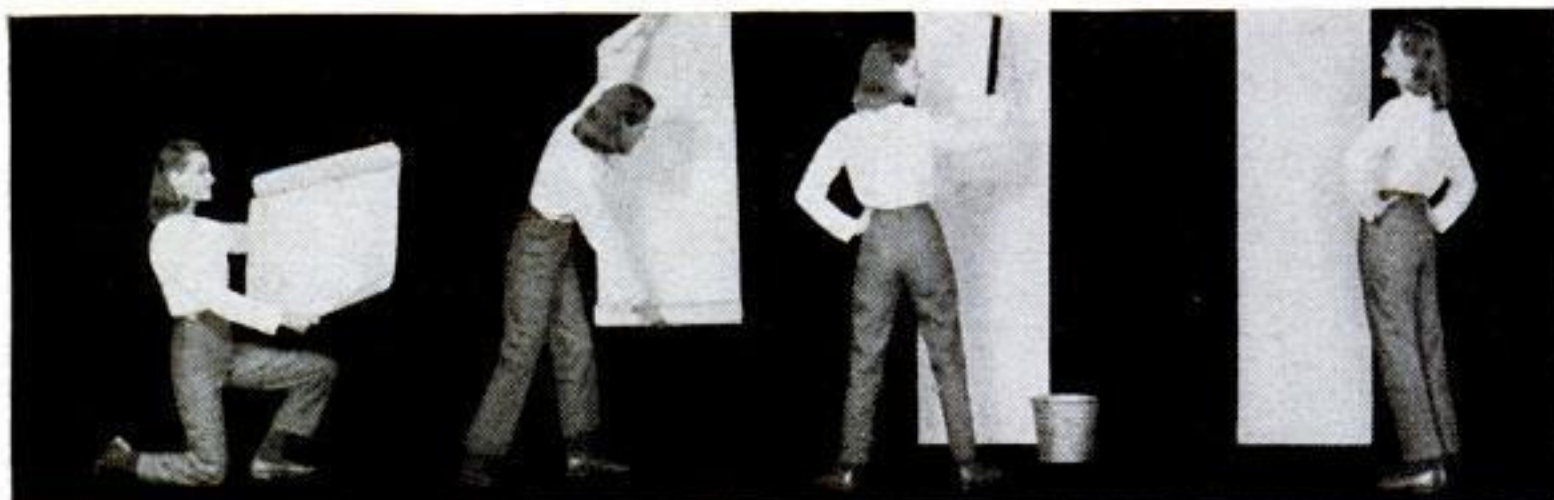
Frozen Downyflake 1-Minute Waffles
With homemakers really do rate.
Wonderfully tasty, so simple to serve,

(last line must rhyme with "rate")

Here's a sample last line to get you started: Your family will say they're just great. You certainly can do better, so fill in your rhyme and send it in along with Downyflake Waffles' package tray. Enter today.

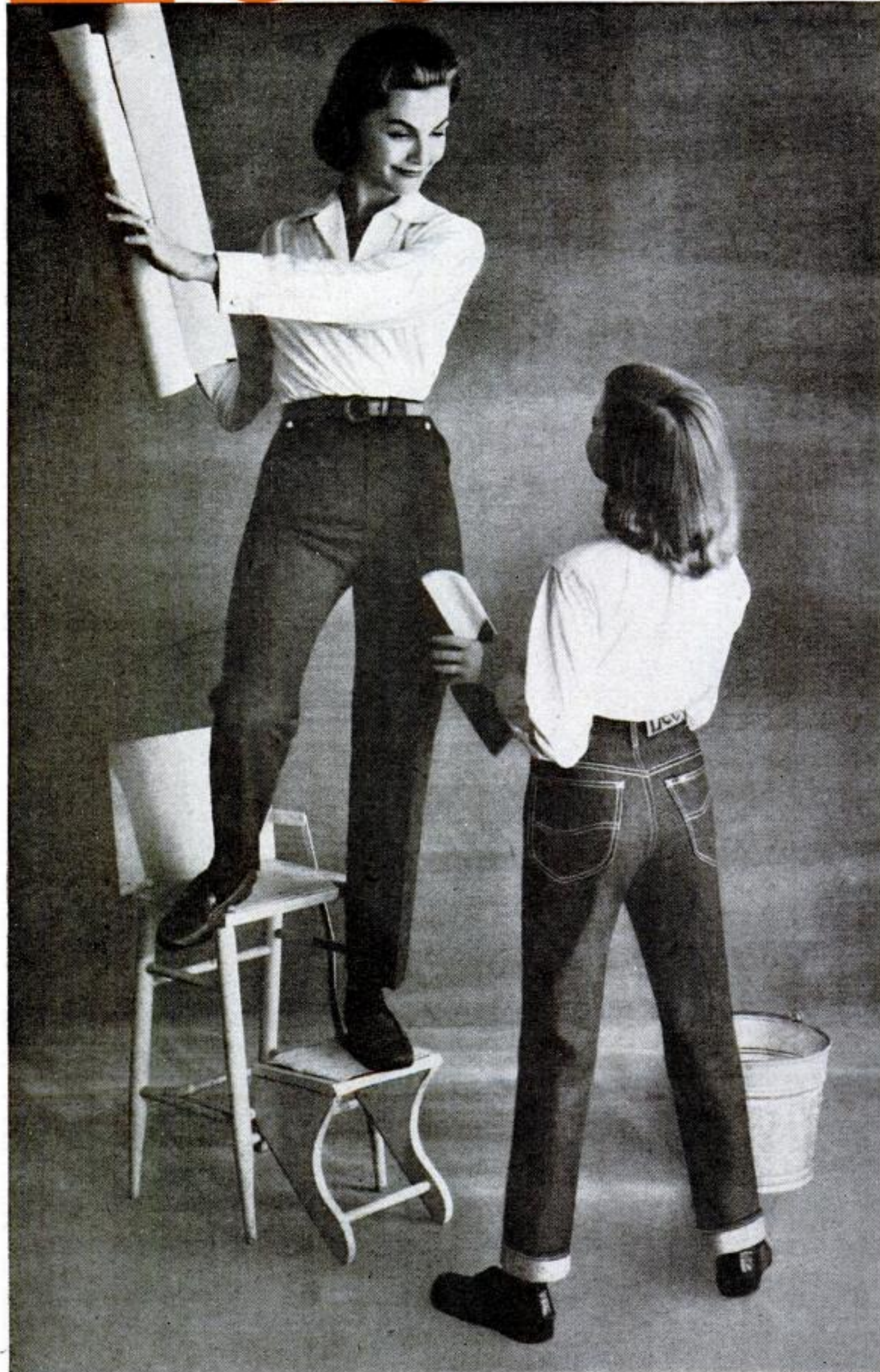


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LETTERS TO THE EDITORS

CONTINUED



KUAN-YIN AS A FEMALE

A BATH FOR A GOD

Sirs:

Kuan-Yin—Chinese goddess of mercy—is going to be somewhat annoyed at page 73 ("A Bath for a God," LIFE, Sept. 3). She began (one reads) as male in India, but she's a woman in China. Fie!

FAITH BALDWIN

Norwalk, Conn.

Sirs:

I thought I had "caught" you! In reading "A Bath for a God" I was startled by the sentence "... Kuan-Yin, the Chinese god of mercy ..."

Oh! Oh! Now's my chance to write a letter to the editors because everyone knows that Kuan-Yin is the goddess of mercy. On second thought I decided it would be unlikely such a mistake would be made so I went to my library. Here is what I found:

"Kuan-Yin: since many centuries the Chinese name for Avalokiteshvara. Though Avalokiteshvara, being a Bodhisattva, is male, Kuan-Yin, in later Chinese art, is the Goddess of Mercy who protects the children."

JOHN SCOTT TROTTER

Hollywood, Calif.

● For Novelist Baldwin, Orchestra Leader Trotter and dozens of other LIFE letter writers, here are the hard facts: In India, Kuan-Yin (or Avalokiteshvara) was male; in China he started out as a male, became bisexual in the late Sung Dynasty, had turned fully female by the Ming Dynasty.—ED.

CHINK TO CHICK

Sirs:

In "History of a Hatching: Chink to Chick" (LIFE, Sept. 3) you erred by stating that the chick absorbed the yolk. The yolk is the chick.

HASKELL S. SPRINGER

Laurelton, N.Y.

● This is a popular misconception. Yolk and embryo are two different things. The embryo feeds on the yolk.—ED.

EDITORIALS

Sirs:

Your gratification over "The New Republican Harmony" (LIFE, Sept. 3) is alarming. The harmony for Mr. Nixon did not, as you say, "well up from the ranks." It was prearranged by Len Hall and friends during the successive illnesses of Mr. Eisenhower. Stassen's brainwashing and his consequent seconding speech were painfully akin to

Kremlin political techniques which crush individual integrity.

THE REV. HARLOW DONOVAN
Sikeston, Mo.

Sirs:

Ike's "ardor" is a constant glow, attracting men everywhere to join him in his crusade for plenty at home and peace abroad ("Ike, Adlai and American Ardor," LIFE, Sept. 3).

Adlai's "ardor" seems to be a "quadrennial febricity"—(a fever every four years)—to us common folk.

However, as Caecilius Statius said some 22 centuries ago, "The facts will promptly blunt his ardor."

JOSEPH POOLEY

Kingston, Pa.

ROUSING RALLY

Sirs:

I thoroughly enjoyed your graphic and comprehensive pictorial coverage of the G.O.P. convention ("Rousing Rally for Ike and Dick," LIFE, Sept. 3). One significance of a notable feature may have gone unnoticed by a majority. A father and son spoke at that convention. Former President Herbert Hoover made a speech in response to a special invitation. His son, Assistant Secretary of State Herbert Jr., spoke for the Secretary of State at the same session.

So far as I can ascertain, it was the first time for any national political convention.

EDGAR RAY PRICKETT

Birmingham, Ala.

Sirs:

Why was the President so serious when shaking hands with the male congressional candidates?

He certainly smiled for the girls!

CAROL LAPIDES

Rochester, N.Y.

AN EDITOR'S BOYHOOD

Sirs:

It is befitting that the story of Mr. Louis B. Seltzer and your series on segregation should appear in the same issue of LIFE ("An Editor's Hard and Happy Boyhood," LIFE, Sept. 3).

Mr. Seltzer and the Cleveland Press have done more to help bring about the best race relations in all America between whites and Negroes than any other single factor in that fair city.

O. L. RICHARDSON

Philadelphia, Pa.

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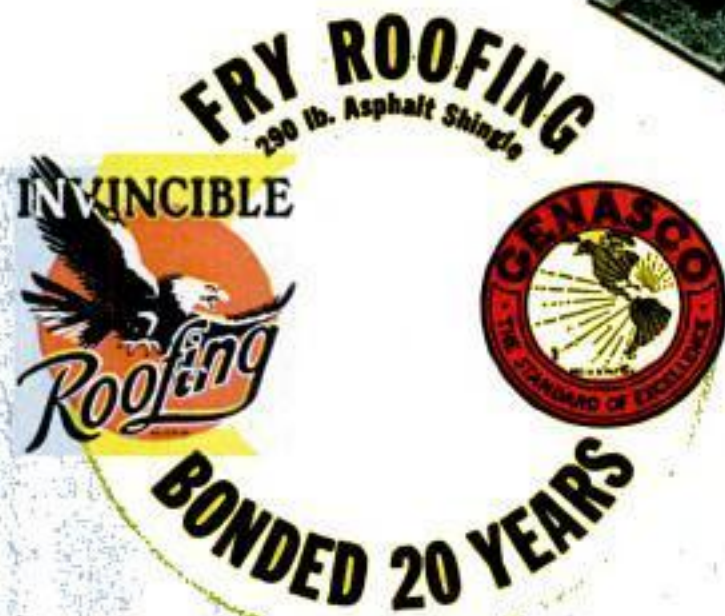


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FREE 1957 Sea-Horse catalog gives detailed story on new line. Write: Johnson Motors, 102 Pershing Road, Waukegan, Ill. (Div. of Outboard Marine Corp. In Canada: manufactured by Johnson Motors, Peterborough, Ont.)

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Sea-Horse 35*	35 hp	585
Sea-Horse 35	35 hp	495
Sea-Horse 18*	18 hp	475
Sea-Horse 18	18 hp	395
Sea-Horse 10	10 hp	340
Sea-Horse 7½	7½ hp	260
Sea-Horse 5½	5½ hp	230
Sea-Horse 3	3 hp	155

*12 volt electric starting (new quick-charging Power-Master generator optional on first two models listed) . . . prices f.o.b. factory, subject to change . . . OBC certified brake hp at 4000 rpm (35s and 18s at 4500)

A million Sea-Horse owners will tell you

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Johnsons ever!"

New 35 HP Golden Javelin

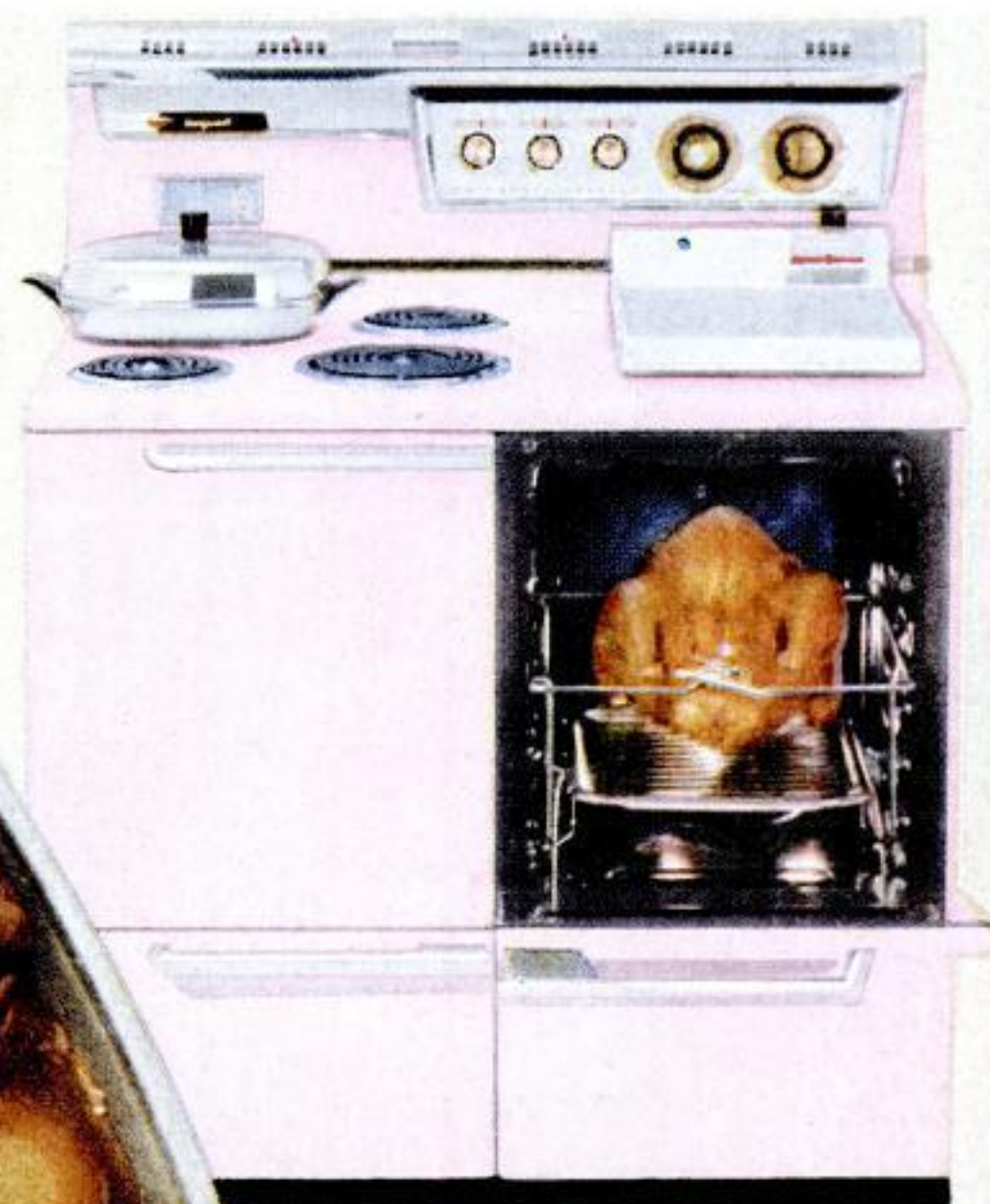
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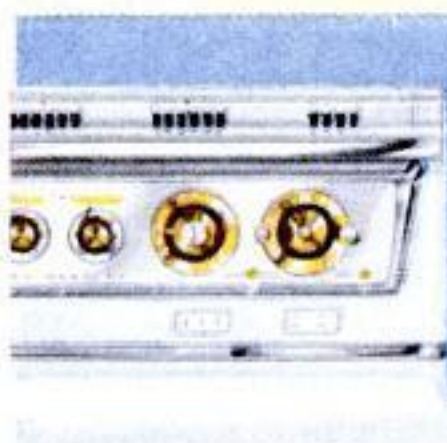
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In the old days, you sat over a dish such as this like a mother hen so as not to "cook out" the delicate flavors. But now—it's automatic! Automatic *time*. Automatic *temperature*. And more accurate than ever before, regardless of cooking care.

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Read it on the back panel! New Roast-Right Meat Thermometer assures you of just-right roast meats and fowl every single time.



Your turn for delicious barbecues! Automatic Rota-Grill bastes as it turns—or replace it with Handi-Over Grill.



Custom Cooker and Server. Cook in it...then take it right to the table! Beautiful—practical—and easy, easy, *easy* to clean!

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THERE'S NO REASON
TO BE SHY
ABOUT IT.



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trying to clear up this misconception. For example, you may have noticed a significant plaque which hangs in thousands of physicians' waiting rooms. It says:

“To all my patients—I invite you to discuss frankly with me any questions regarding my services or fees. The best medical service is based on a friendly mutual understanding between doctor and patient.”

Sometimes, of course, your doctor cannot tell you, in advance, precisely what a course of treatment or an operation is going to cost. But you will always find him willing to discuss the subject, and to tell you if he can. Today more than ever before in medical history, the bill your doctor sends you can represent one of the really big bargains of your life—in terms of health, happiness and peace of mind.

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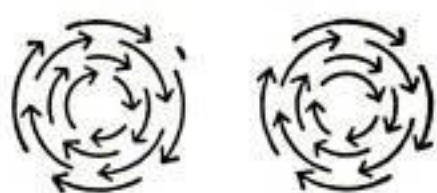
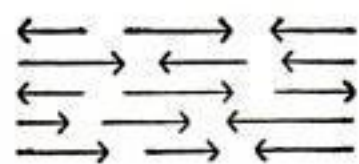
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Up to now, electric shavers have used a straight back-and-forth action — the blades changing direction thousands of times a minute. This often pinched and pulled, made irritation the price of a clean shave.



Only *Rotary Blades* shave closely without skin irritation, and only Norelco has tested Rotary Blades. Norelco's blades never stop, never

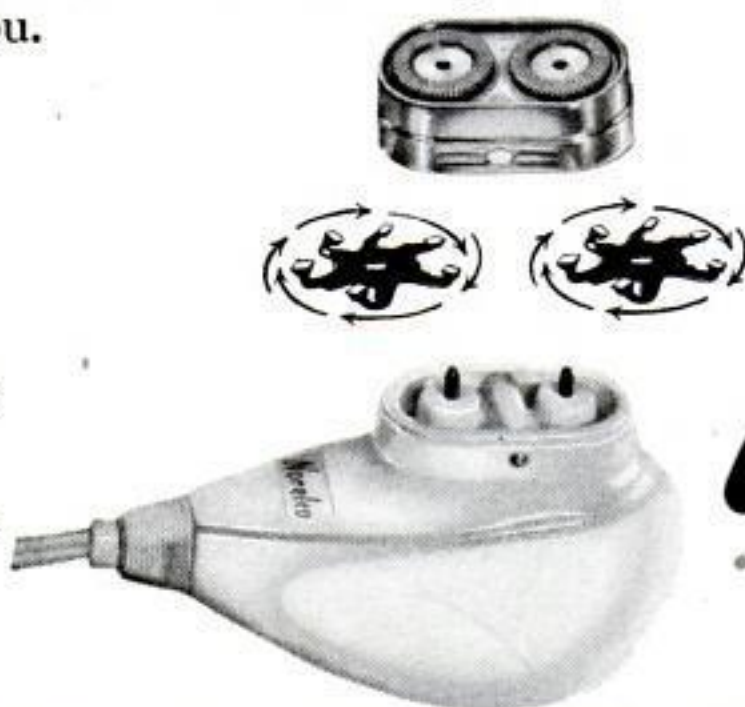
change direction, shave with the smooth, *continuous* stroke of a barber's razor.

Here, gentlemen, is the natural way to shave . . . without soap-and-water fuss, without razor burn, without a break-in period, without getting your face sore at you.

Here's how Norelco's Rotary Blades work:

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Exclusive with Norelco, Rotary Blades are electric shaving's first basic improvement in 22 years.



Discover for yourself why this remarkable precision shaving instrument is the largest-selling electric shaver in the world, the fastest-growing shaver in the U.S. today . . . the best investment you can make in shaving comfort.

8 MORE REASONS WHY YOU'LL LOVE A NORELCO

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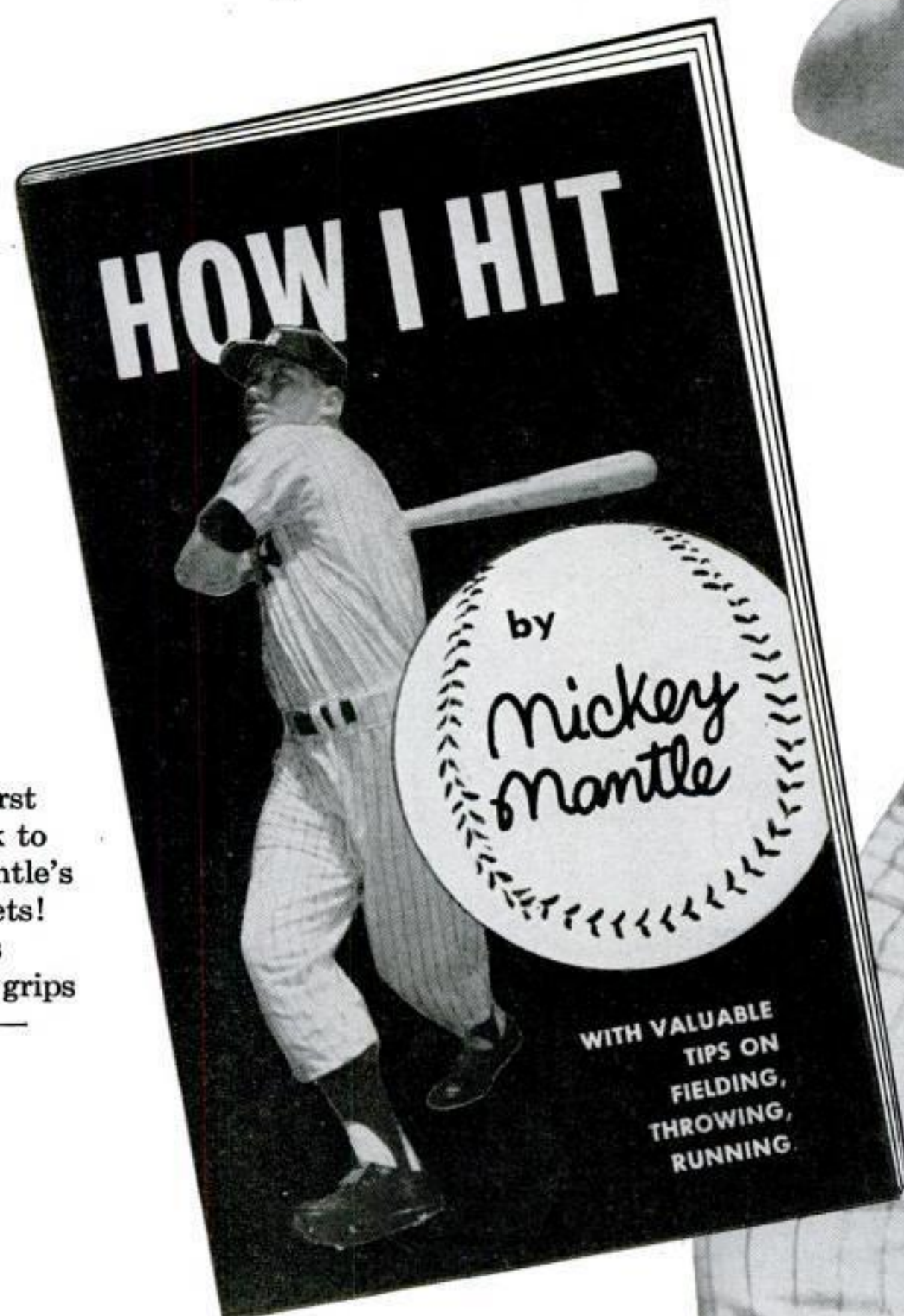
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KIDS! (8 to 80) GET MICKEY MANTLE'S BATTING SECRETS FREE!

**Big illustrated booklet—
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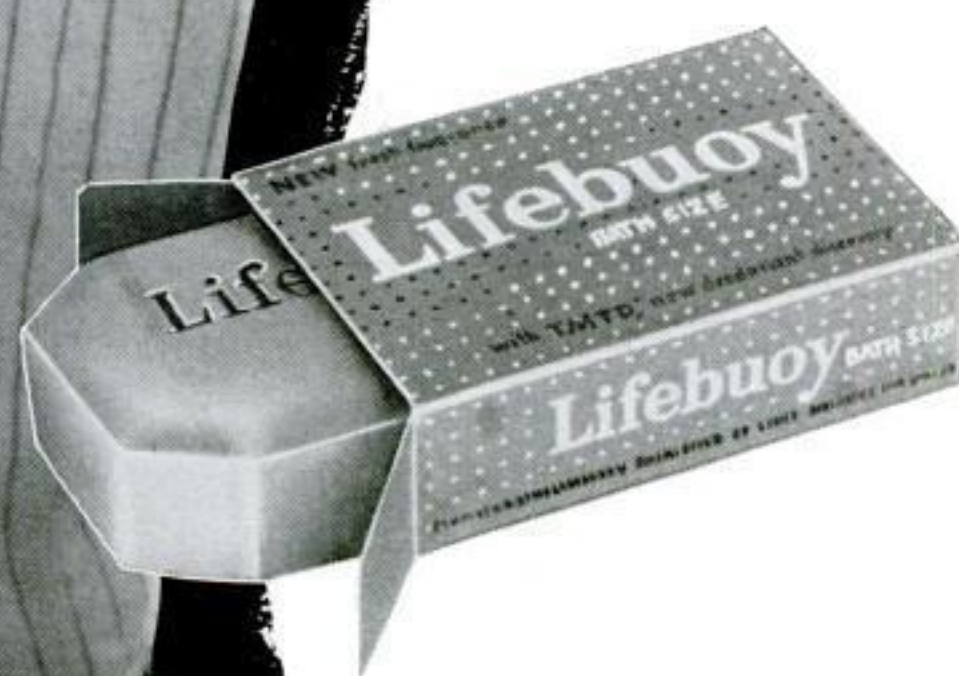
Mickey wants you to see for yourself how Lifebuoy gets you cleaner than any other soap, after a big game or *any* time you bathe. See why Mickey Mantle's whole family loves the new Lifebuoy. It smells just wonderful—and it lets you keep that just-bathed freshness all day long, from one bath to the next.

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Send no money. Just clip out the coupon on this page. Mail it in with the front panels from 3 Lifebuoy cartons, any size—bath or regular. We'll *rush* you your copy of "How I Hit." Send in today—and watch your own batting average soar!

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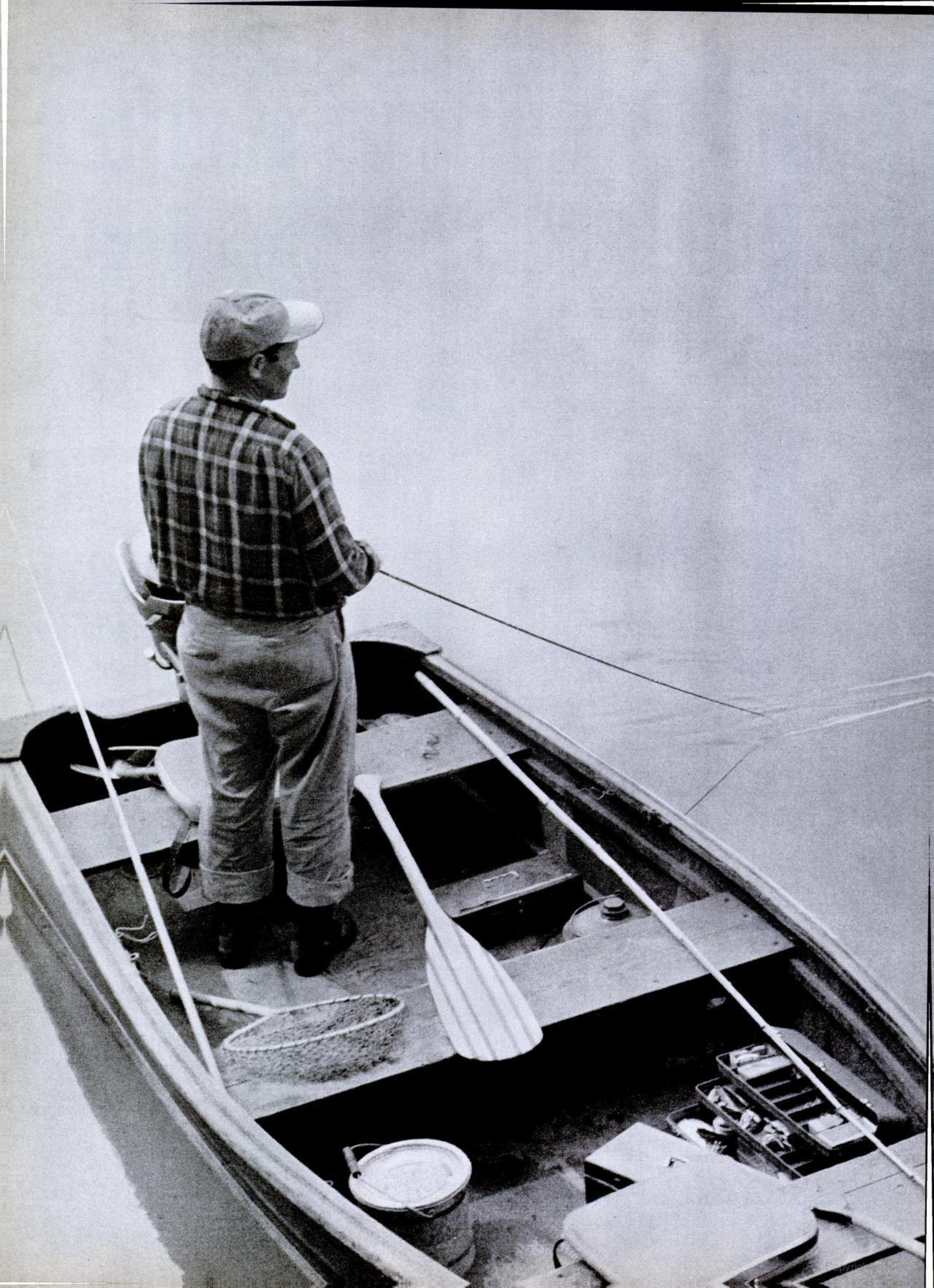
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"Fisherman"
Photographed by
E. B. Henderson



NEAR FLAGSTAFF, ARIZ. OBSERVATORY SOME OF 237 VISITING AMATEUR ASTRONOMERS PEER AT MARS, WHICH SHOWS AS A STREAK IN HOUR-LONG EXPOSURE

EYES OF EARTH ARE TRAINED ON MARS NEIGHBOR IS NEARER

A celestial event fretfully awaited by professional astronomers and amateur stargazers for three decades finally took place last week. Mars, Earth's reddish, sand-swept neighbor planet, was only 35,170,000 miles away and directly lined up with Earth and sun, freeing it of shadow and giving observers an ideal opportunity to study its face.

From six continents observatories focused on Mars in the greatest study of another planet ever attempted. Some observers had started in midsummer when Mars, wheeling along its elliptical path around the sun, curved in toward

Earth's more circular path. By early September, when Mars was closest since 1924, at least 50 major telescopes were in action. They were equipped with cameras, infrared spectrometers and experimental electronic light intensifiers like the Lumicon (LIFE, March 5).

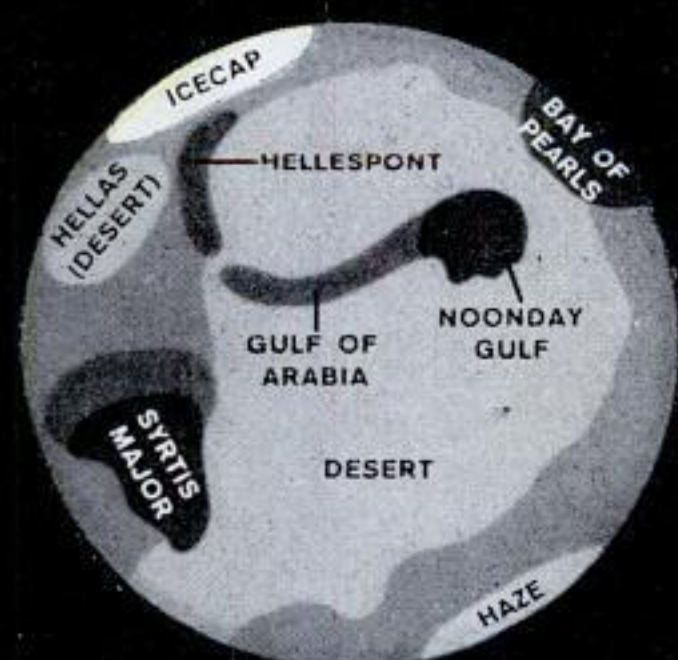
Not counting the moon, Mars is the only other world whose surface can be plainly seen from Earth and its features identified. Such tantalizing accessibility has evoked a weird array of possible inhabitants (pp. 40, 41). More hardheaded watchers have compiled a number of provable scientific facts. They know Mars

is a ball, half the diameter of Earth. It is arid, with less water than that in Lake Erie. Its thin atmosphere has twice as much carbon dioxide as Earth's and almost no oxygen. A variety of clouds sail high above the surface. The Martian day is 24 hours 39 minutes 35 seconds, the year 687 of those days. Two tiny moons whirl around the planet.

Now Mars is undergoing an unusually devastating drought. Its polar cap of hoarfrost is fast evaporating and last week what appears to be a violent sandstorm was churning across an area 250 miles wide and 3,000 miles long.



BEST COLOR PHOTOGRAPHS SHOW FEATURES OF MARS'S ROTATING FACE

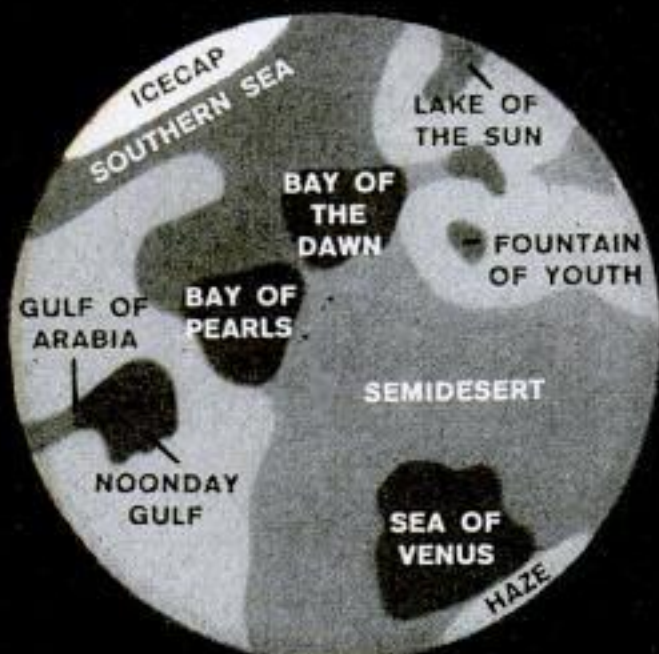


The photographs above and on the next page, published here for the first time, are considered by many astronomers the best color portraits of Mars ever made. Taken by W. S. Finsen of Union Observatory, Johannesburg, South Africa during 1954 when Mars was 40 million miles away, they show all sides of the revolving planet.

The diagram at left identifies features shown above. Most prominent are the vast expanses of reddish desert. A wafer-thin icecap 1,000 miles wide sitting on Mars's South Pole appears at upper left in the picture—the South Pole is at top because astronomers usually see Mars upside

down in their telescopes. At lower right a cloud of icy haze hovers near the North Pole.

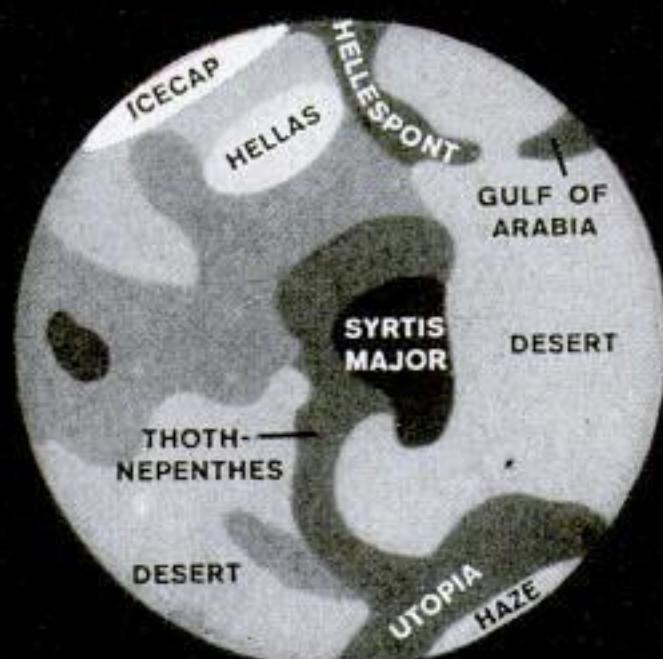
The dark shapes resembling continents were once mistakenly thought to be water-filled basins. Their discoverers gave them fanciful Latin, Greek and Egyptian names (here translated in most cases) as bays, seas, gulfs or lakes. Most scientists now believe these features, such as Syrtis Major, the Hellespont and Noonday Gulf, may be vegetation, since they change color with the seasons. Near the right horizon other dark shapes are swinging into view as Mars rotates from right to left (next page) in its 24½-hour day.



In this picture Mars has rotated almost a quarter turn to the left from its position on the preceding page. The Gulf of Arabia seen in center on preceding page is disappearing beyond the left horizon. Now new features are seen, like the Bay of Pearls and the Fountain of Youth. At right, near the Sea of Venus, is a semidesert, which perhaps is an area where vegetation has been partly buried by sands borne from the true desert by Martian winds.



As the planet spins farther around on its axis, the Lake of the Sun and the Fountain of Youth come into clearer view, and a vast, apparently unbroken tract of desert reaching close to both poles stretches out toward the righthand horizon. French and American astronomers have suggested the Martian desert may be composed of a powdered rock similar to limonite or felsitic rhyolite, both commonly found in the mountainous regions on Earth.



With rotation three quarters complete, the dark mass of Syrtis Major and the bright desert Hellas reappear. Syrtis Major, which in 1659 became the first feature discovered on Mars, is used to measure Mars's speed of rotation. Arching down from Syrtis Major is a band, Thoth-Nepenthes, which some astronomers used to classify a "canal." But it is now estimated to be 300 miles wide. At upper right, Gulf of Arabia is again coming into view.





GREAT SANDSTORM now on Mars appears as bright, broad area (upper right) in 1956 photograph by W. S. Finsen, who took color pictures on preceding pages.



FRENCH LOOKOUT, the Observatoire du Pic du Midi de Bigorre, which sits two miles high on the Pyrenees, is foremost European center for Mars study.

CANALS IN '77, STORM IN '56

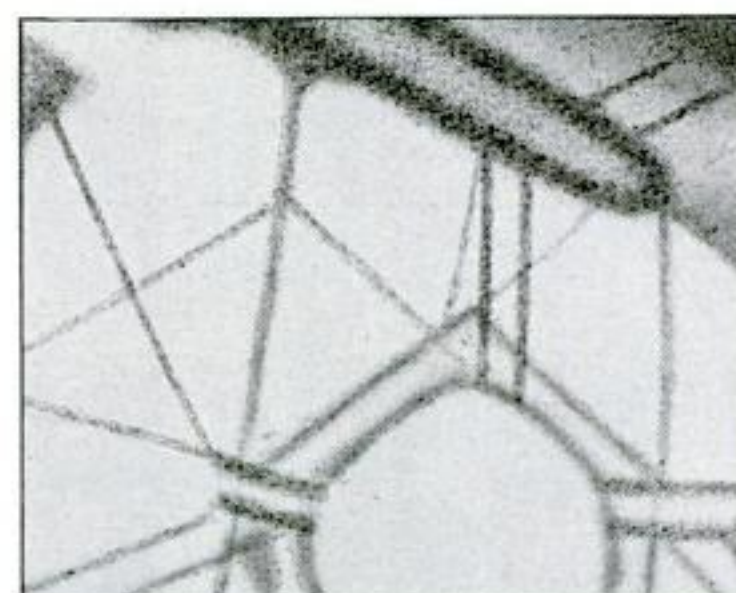
Anxious to make the most of Mars's visit, astronomers set up an International Mars Committee headed by E. C. Slipher and Dr. A. G. Wilson of Lowell Observatory, Flagstaff, Ariz. They organized a Photographic Patrol to take pictures in India, Egypt, South Africa, Indonesia, Australia, New Zealand, Argentina, France and three U.S. locations. All Patrol photographs will be on the same kind of emulsion, for accurate comparison. As a result, a continuous record of the planet's spinning surface is being made through the six weeks it is near Earth.

Besides the photographic efforts, members of the Patrol and other astronomers will make hundreds of pencil sketches of what they see. Scientists whose telescopes are equipped with spectrometers, devices that can analyze both visible light and invisible electromagnetic radiation, hope to get more data on the desert rock, to detect water vapor or oxygen, if they are in the air, and to determine the nature of the continentlike dark areas which may answer the question: is there life on Mars?

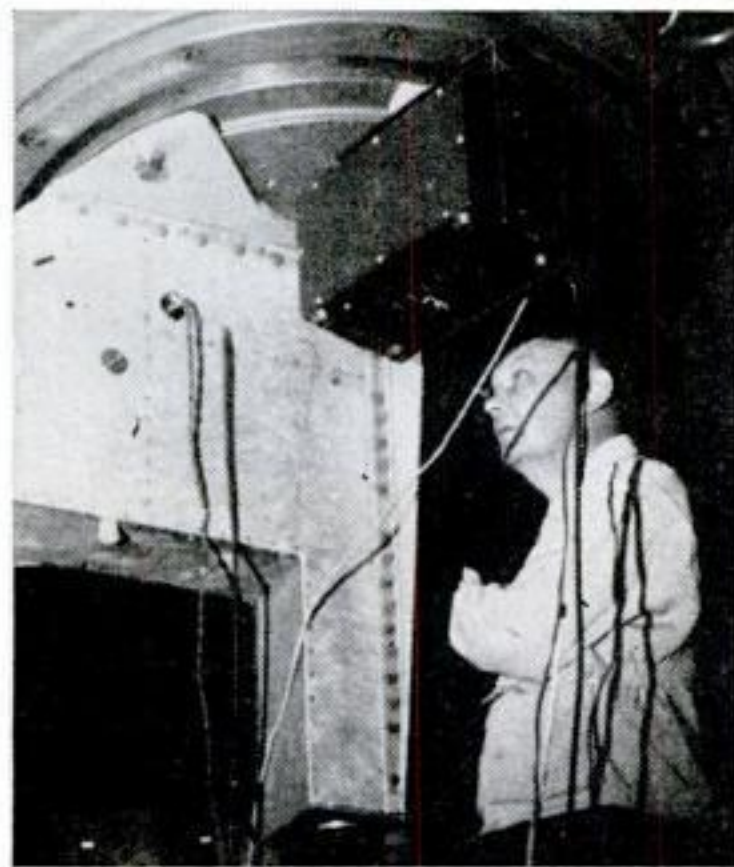
Though the spectrometers have found no hint of chlorophyll, most Mars experts think the dark areas must be tracts of simple vegetation, perhaps something like lichens, which have no chlorophyll

and are about the only form of life on Earth which could exist in the rigorous Martian climate. A minority opinion explains the dark shapes as volcanic dust spread by monsoon winds across the planet's surface, or as a chemical-like copper sulphate which might change color with the season.

Some astronomers are looking for Mars's most disputed feature, canals. Ever since 1877, when Giovanni Schiaparelli, uncle of the Paris couturier, reported seeing the *canali* (an Italian wording meaning "channels" rather than "canals"), astronomers have argued heatedly over their existence. Percival Lowell, founder of Lowell Observatory, claimed he could see several hundred straight, interconnecting markings which he took to be a network of artificial canals built by intelligent Martian beings. Other American and French experts insist the canals do not exist or are, at most, optical illusions. The Frenchman Eugen Antoniadi in 1930 disputed the canal theory with a drawing (right) showing that the *canali*, instead of being straight lines, were really a series of unconnected spots. But already in 1956, before the current sandstorm (above left), one American and one Japanese astronomer, previously both nonbelievers, thought they saw canals.



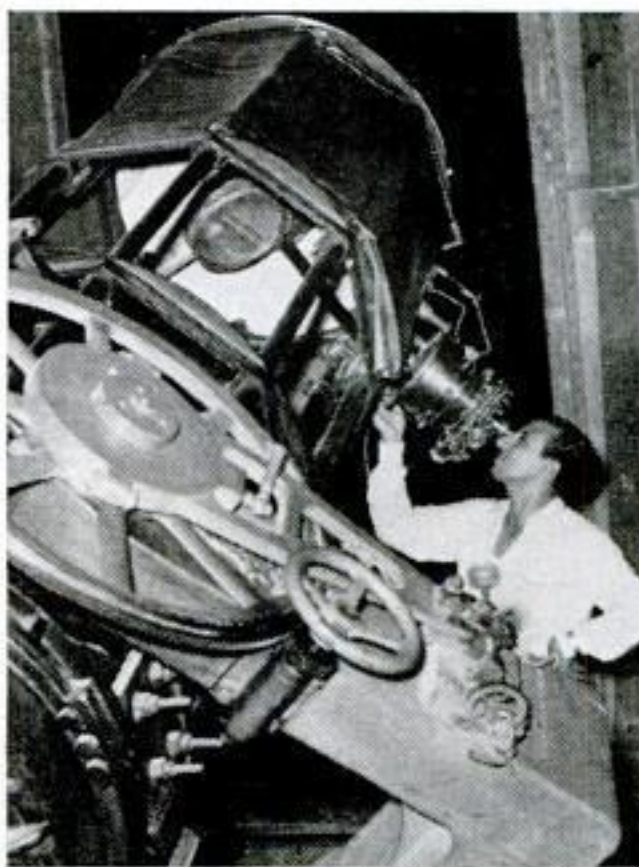
THE CANAL DEBATE is partly based on sketches by discoverer Schiaparelli (top) and debunker Antoniadi. Schiaparelli's drawing shows network of straight lines he saw. Antoniadi's illustrates how he saw so-called canals, as just a series of spots.



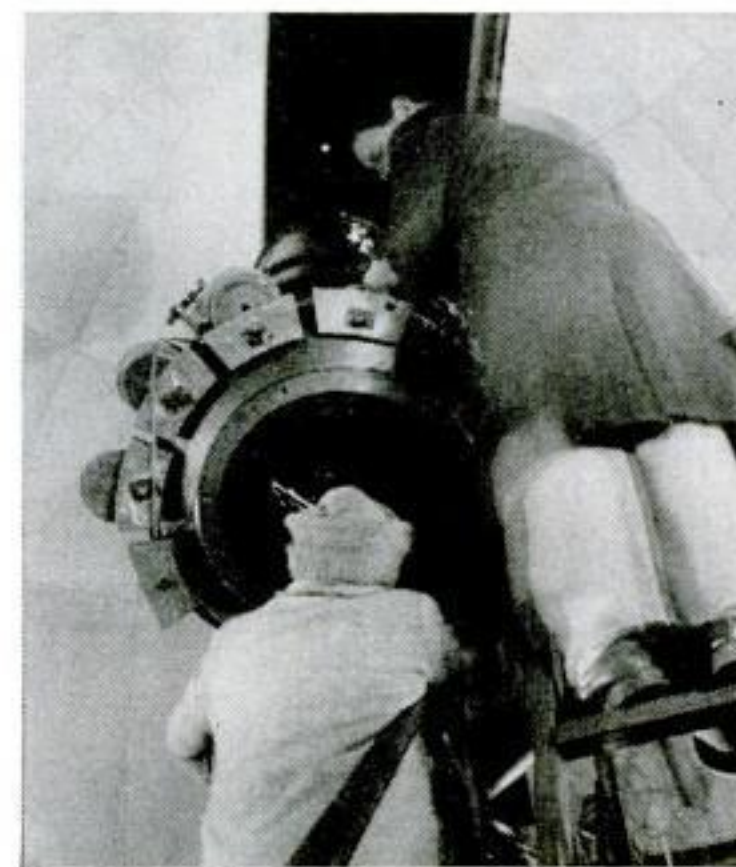
TEXAS



INDIA



EGYPT



ARGENTINA

WORLDWIDE WATCH of Mars finds Gerard P. Kuiper (left) adjusting modified spectrometer under 82-inch telescope at McDonald Observatory for study of planet's sandstorm. On Mt. Sherka, Dunda Indians prepare an outdoor telescope

for night's work. At Helwan Observatory near Cairo (second from right), Dr. Rushdi Azer focuses 30-inch reflector for Photographic Patrol pictures, as do observers at La Plata (right), where Mars is seen through roof opening as dot in sky.



A FANCIFUL PREVIEW TO NEW FACTS

To imaginative men Mars is a world teeming with bizarre life. In this fanciful drawing Boris Artzybasheff compiles an anthology of Martian monsters. In 1758 the Swedish mystic, Emanuel Swedenborg, reported he had talked to Martians, who were gentle, holy people dressed in tree bark. At lower left they stand with a fluid fire they invented. Nearby are a furred and feathered couple suggested in 1698 by Christian Huygens, who had discovered Syrtis Major (p. 38). At their feet cavort "little green men"

of modern science fiction. Small, bearded Martians (left) with domesticated unicorns were created in 1880 by Writer Percy Greg. Warriors behind them were imagined by 17th Century Writer Bernardin de St. Pierre.

To give Martians light at night Writer Bernard de Fontenelle in 1686 dreamed up glowing mountains and luminescent birds. Soon after, Jonathan Swift and Voltaire prophetically chose an easier solution, moonlight from a pair of Martian moons (upper left and right).



After Astronomer Percival Lowell claimed Mars had artificial canals, others picked up his theme, adding graceful boats, cities, solar-powered pumping stations with huge mirrors and various styles of space ships (top). Sailing near the castlelike edifice at upper right are Martians invented by Olaf Stapledon. Ephemeral and cloudlike, they worship diamonds as symbols of rigidity, can turn into tentacled, many-eyed masses of jelly.

At left center are C. S. Lewis' penguin-otter-

seal people who introduce themselves by barking "Hross." The glasslike plants behind them have their chemistry based on silicon instead of carbon, an idea used by various writers. The barrel-shaped monster in foreground is a food-pill-maker which spends its time gathering trash and converting it to food.

To the right of the plants are long-nosed half-ostrich people who leap 75 feet, land on their beaks. In front are feathered Martians invented by H. G. Wells who also described

a "low-gravity" forest (far right) filled with spindly animals. Squatting at lower right are other Wells inventions, the octopuslike horrors from *War of the Worlds* that were used by Orson Welles for his famous 1938 radio show.

Fancy will give way to fact next summer, after the 100,000 pictures of Mars taken this year are studied. An international symposium at Flagstaff will review the results, and these, one astronomer says, "may relegate to prehistory all earlier information on the subject."



SERIOUS STEVENSON confers before his Harrisburg TV speech with Campaign Manager James Finnegan (*right*) while A.F.L.-C.I.O.'s James McDevitt listens.



REPUBLICAN REPAST of fried chicken is offered the President and Mrs. Eisenhower at Gettysburg picnic. Buffet included 600 chickens, roast beef, baked ham



MAINE VICTORS are Governor Edmund Muskie, Frank Coffin of the Second Congressional District.

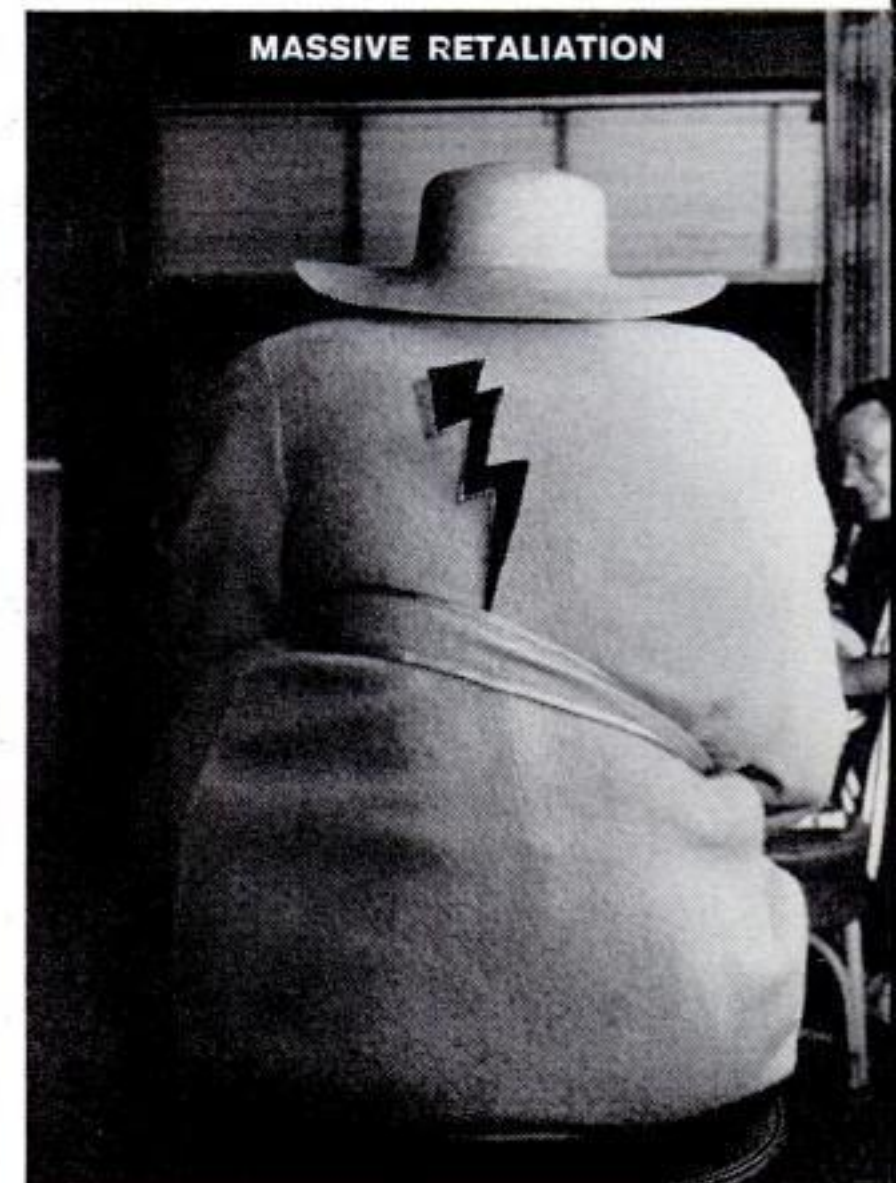
A GOOD WEEK FOR DEMOCRATS

Big victory in Maine gives the Stevenson camp a new confidence

The Democrats officially opened their presidential campaign in Pennsylvania last week with loud hurrahs for themselves and the state of Maine. There, in a stunning victory, they re-elected a Democratic governor and won their first congressional seat since 1934. The re-elected governor was vigorous Edmund Muskie, who had done an impressive job in his first term. Good but less surprising news for the Democrats came from across the country in

Washington, where the popular Senator Warren G. Magnuson drew considerably more votes in the Democratic primary than Governor Arthur Langlie in the Republican.

This gave Democrats, who in their hearts had found it hard to believe that they had a chance to beat Eisenhower, their first real confidence. Campaign contributions poured in, and at Harrisburg, Pa. 8,500 Democrats paid \$50 each for a dinner where Adlai Stevenson laid



CAMPAIGN 'ISSUES' IN DEMOCRATIC MASQUERADE

To raise funds, New York Democrats organized nearly 1,000 parties to coincide with Stevenson's TV address from Harrisburg. When New York City Lawyer



and ice cream trimmed with G.O.P. elephants. Looking fit, President told guests he wanted to answer question asked every day for a year. "I feel fine," he said.



NEW YORK NOMINEE Jacob Javits at Republican State Committee meeting accepts nomination to oppose New York's Mayor Robert Wagner for U.S. Senate.

IS A WARNING TO REPUBLICANS

and finds Eisenhower reading a lesson on dangers of complacency

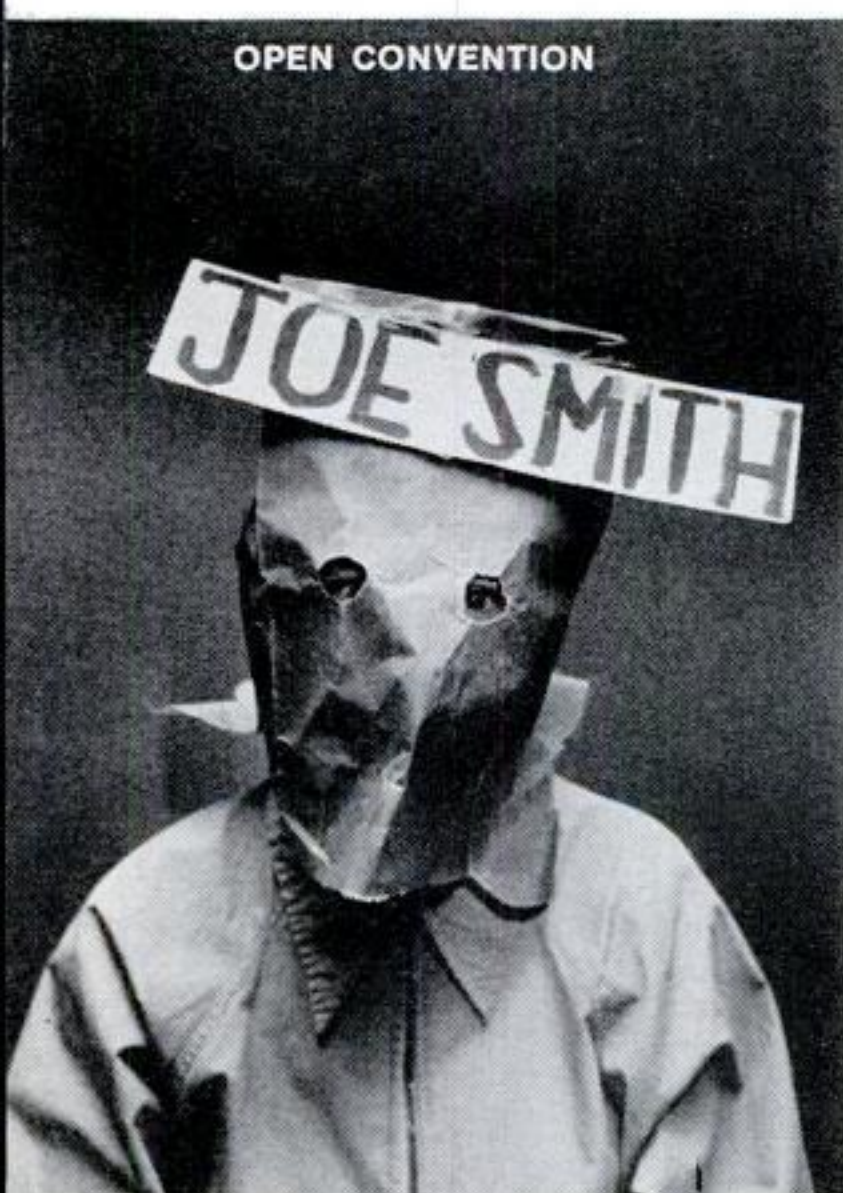
down the strategy of the campaign: "Everyone shares in sympathy for the circumstances which have created a part-time President. From here on, the future of the Republican leaders will depend not on Mr. Eisenhower but the Republican heir apparent, Mr. Nixon."

But the Republicans heard some good news too. In Wisconsin and New York strong Eisenhower supporters won the party's Senate nominations. In Utah a bitter Eisenhower foe, Gov-

ernor J. Bracken Lee, was defeated by George Clyde, a political unknown. As 650 party leaders gathered at his Gettysburg farm to launch the campaign, President Eisenhower compared the Maine election to the American defeat at Kasserine Pass in World War II. It took that defeat, he said, to knock the complacency out of U.S. soldiers. "I think maybe Maine has a lesson in it," he said. The lesson: Republicans should avoid complacency and get out the vote.



WISCONSIN WINNER, Senator Alexander Wiley (left), with his wife, casts ballot at Chippewa Falls.



OPEN CONVENTION



DYNAMIC CONSERVATISM



INADEQUATE SUPPORTS

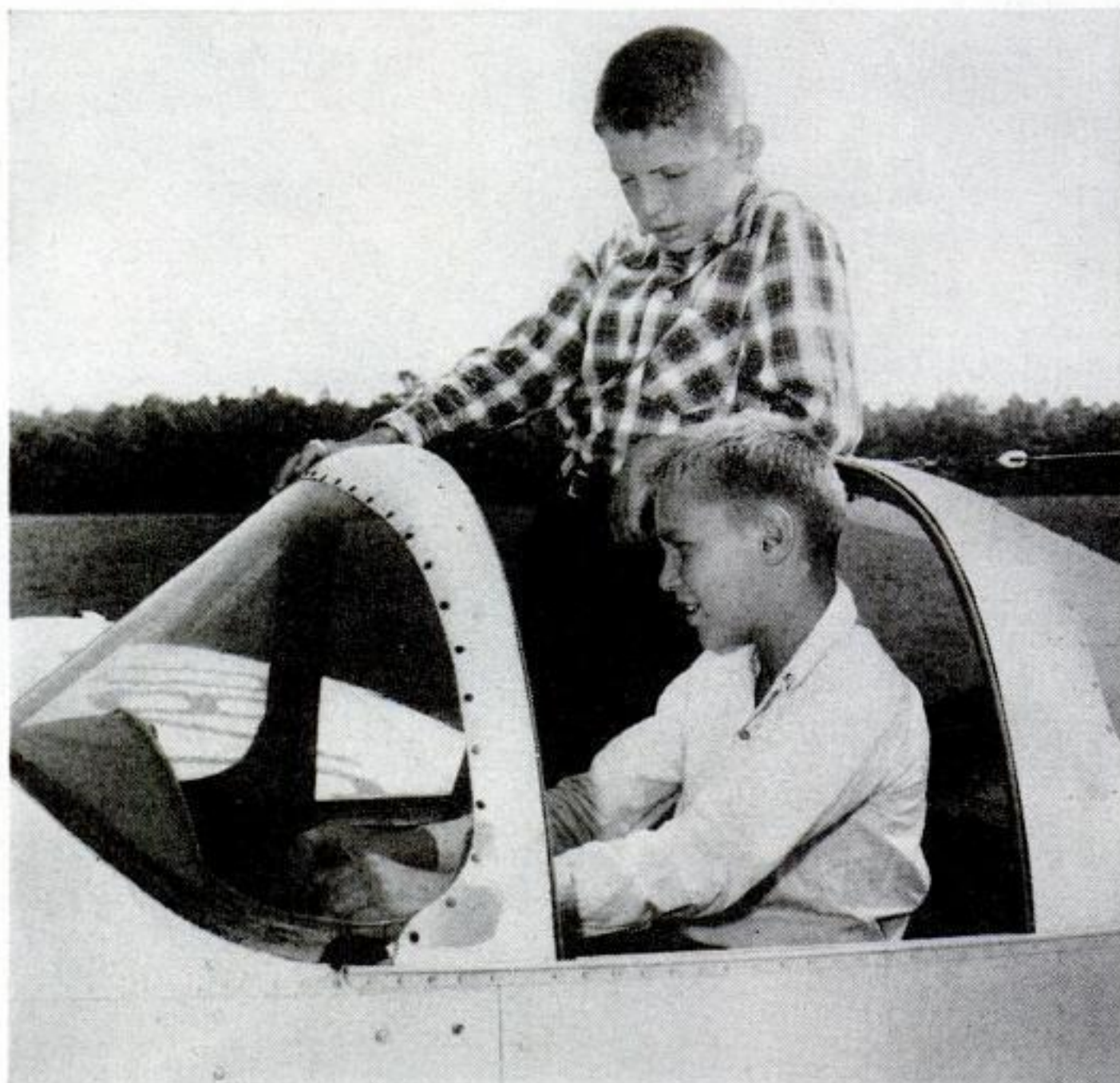


BURNING TREE CLUB

Edward Greenfield asked his guests to masquerade as "issues" of the campaign, they came in costumes that lampooned the Administration from Presidential

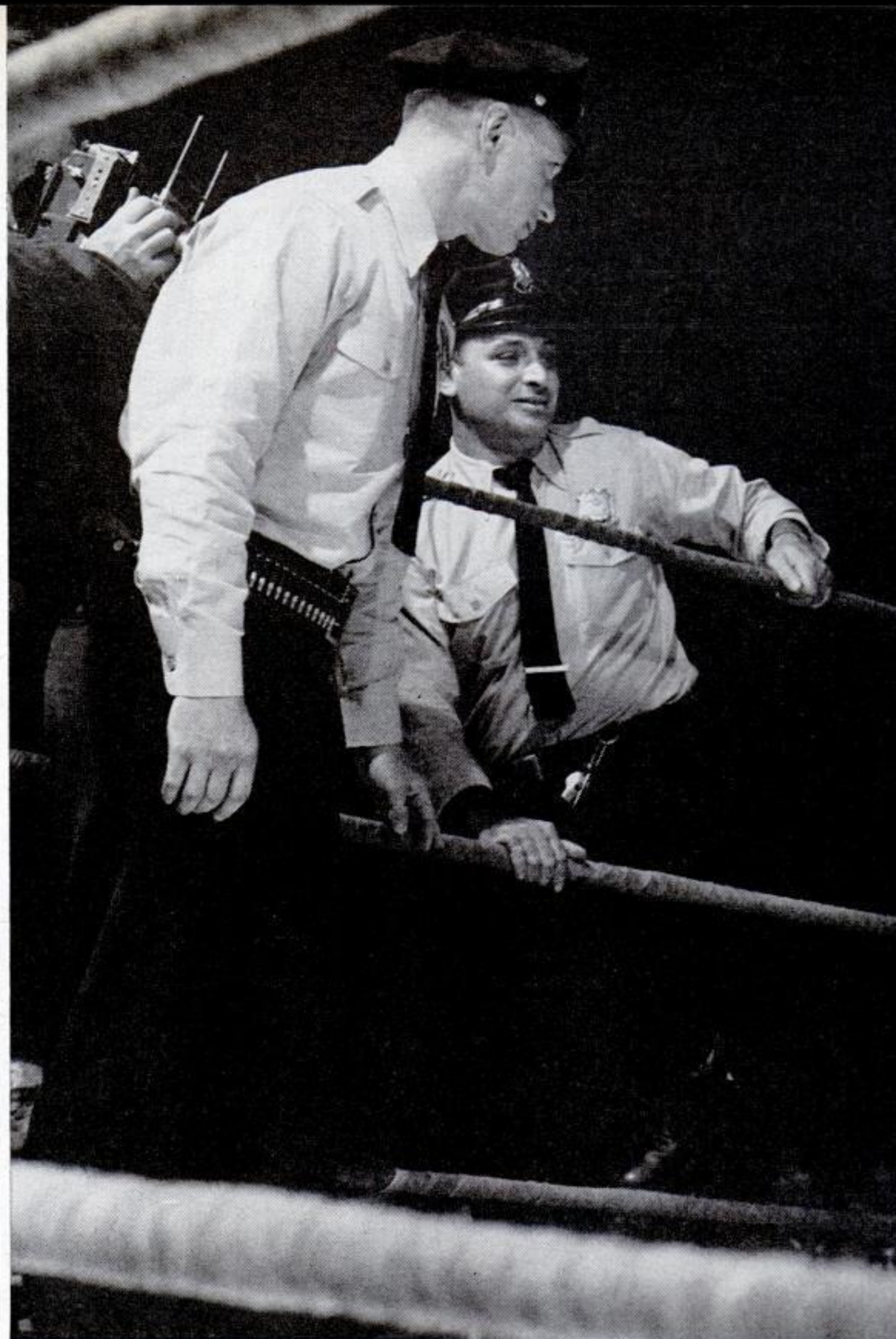
Assistant Howard Pyle's statement that "The right to suffer is one of the joys of a free economy" to the President's golf game at Burning Tree Country Club.

A LOOK AT THE WORLD'S WEEK



THE WILD BLUE YOUNGER GENERATION

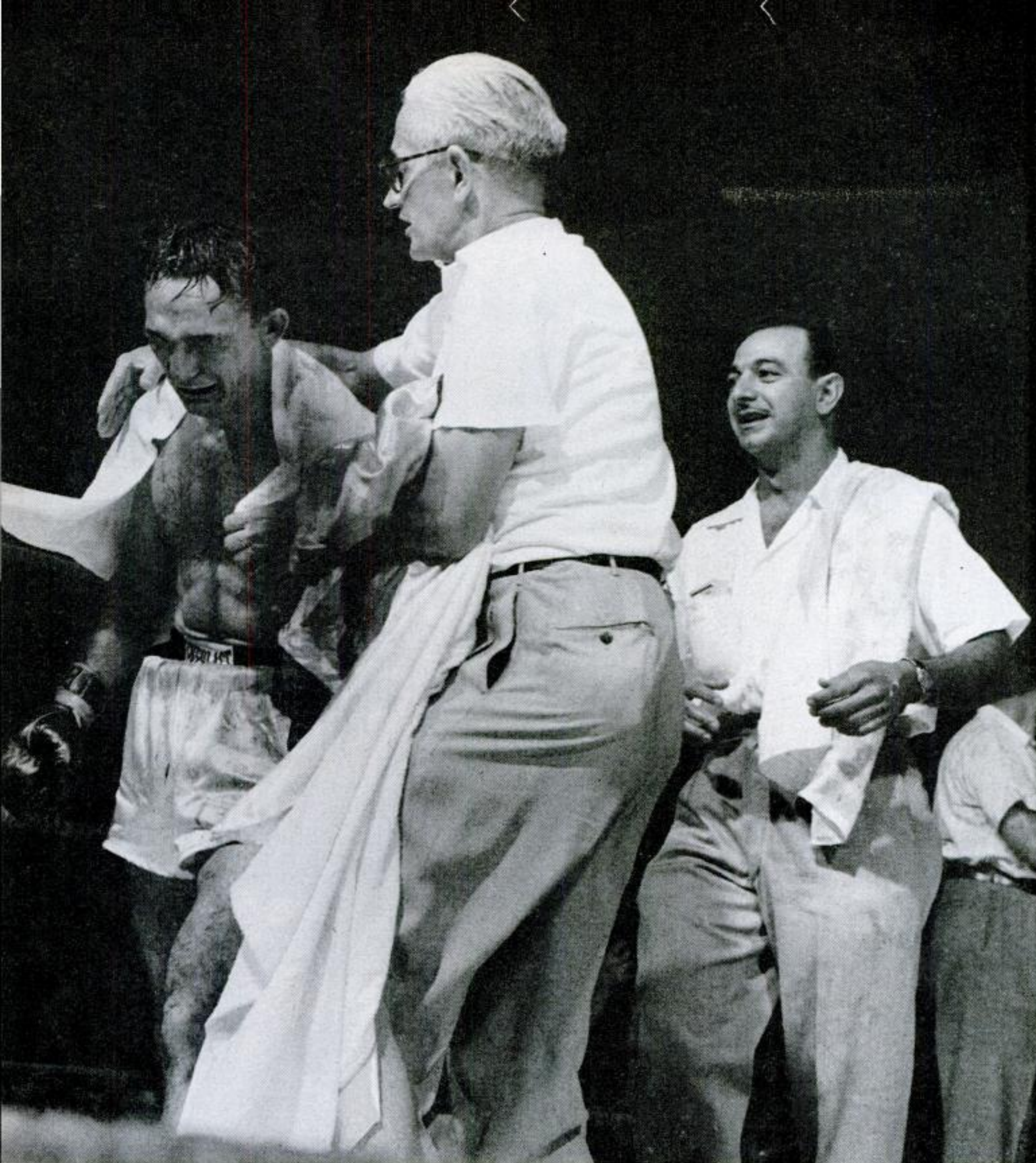
Two boys returned to a cockpit in which they had made one of the most hair-raising flights ever. Earlier, in Mastic, N.Y., Eddie Cates, 13, who had flown only as a passenger, made off in the plane with Roy Brosseau, 11, piloted it long enough to buzz both their homes and landed perfectly.



WEeping WELTERWEIGHT IN HAPPY MOMENT

Carmen Basilio, one of the toughest fighters in boxing, burst into tears in a ring in Syracuse, N.Y. He had just regained the welterweight championship in a bloody ninth-round TKO over Johnny Saxton, who beat Basilio last March by back-pedaling his way to a loudly disputed decision.





TYPHOON TEETH TIEDOWN

← In wind-whipped surf on the island of Kyushu, youths salvaged a diving stand torn loose by a two-day storm which inundated thousands of homes and killed 30 people. A U.S. B-50, tracking a later typhoon that hit Japan, was missing and presumed lost with 16 men on board.

MERRIE OLD ROCK 'N ROLL

British teen-agers discovered rock 'n roll with a rowdy vengeance. In Manchester (*above*), after watching the U.S. movie *Rock Around the Clock*, they jived in the streets, stopped traffic, threw bottles. In one theater showing the film they even turned a hose on the audience.



TENSION AT NO. 10

A worried Sir Anthony Eden, accompanied by his Foreign Minister, Selwyn Lloyd, closed the door at 10 Downing Street after hearing bad news on the Suez situation (*see Editorial*). Australia's Prime Minister Menzies, back from his mission in Egypt, had just reported on Nasser's flat turn-down of the 18-nation proposal to internationalize the management of the canal. This week, with British and French canal pilots off the job and traffic in the doubtful control of the Egyptian government, the 18 nations were called back to London to consider what next.

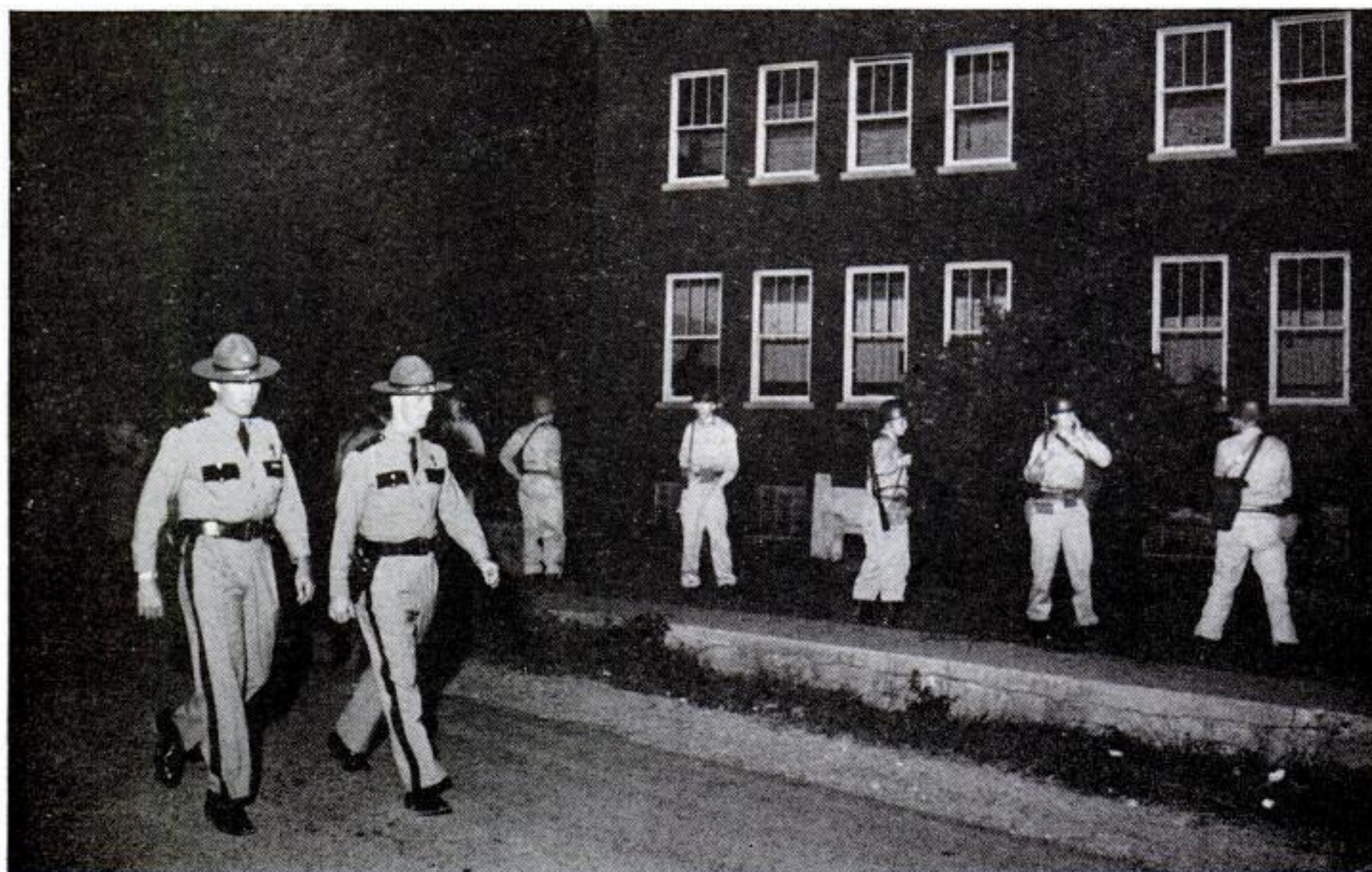


STANDING ALONE BEFORE A JEERING MOB OF 400 WHICH BLOCKS THEIR WAY TO TEXARKANA COLLEGE, STEVE POSTON, 17, AND JESSALYN GRAY, 18, WAIT

THE LONELY HOSTAGES OF A SOUTH IN STRIFE

Events in the slow, painful battle over desegregation in the public schools last week made clear that a crucial role was being played by local officials. This time the diehard resistance to the process of integration was taking less violent forms than it had a week earlier (LIFE, Sept. 17), and the ones who suffered most were students—white as well as Negro—caught in the middle of a land in change.

In Texarkana, Texas, where Negroes had won a long legal fight to enter Texarkana College, two young Negroes trying it were blocked by a hooting

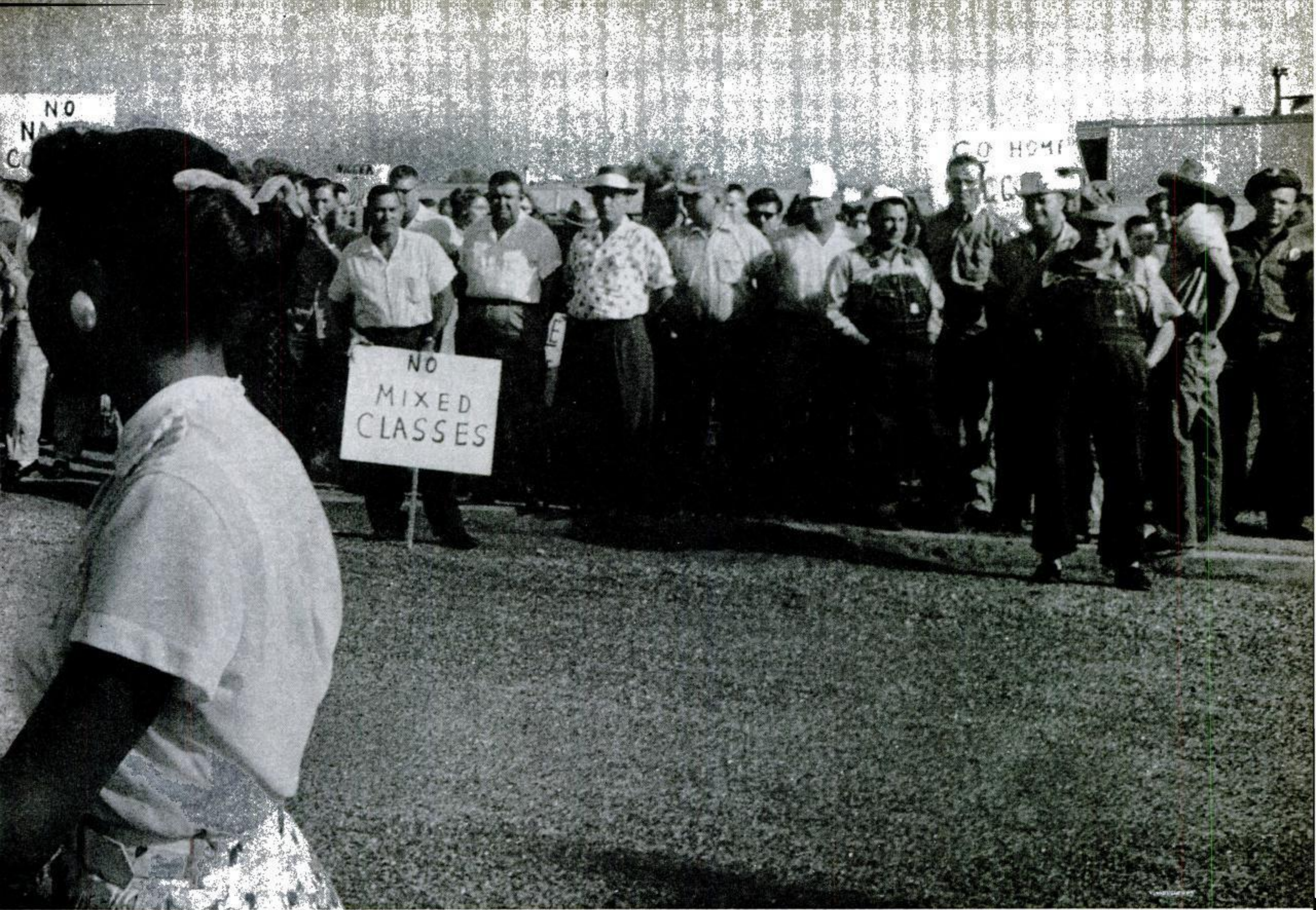


TAKING OVER BY NIGHT, state police and National Guardsmen patrol the embattled school at

Clay, Ky. Moving quietly over many routes, 60 policemen, 500 guardsmen swept into town at 4 a.m.



WAITING TO ENTER, Theresa and James Gordon, Clay's first Negro pupils, stand at door with mother.

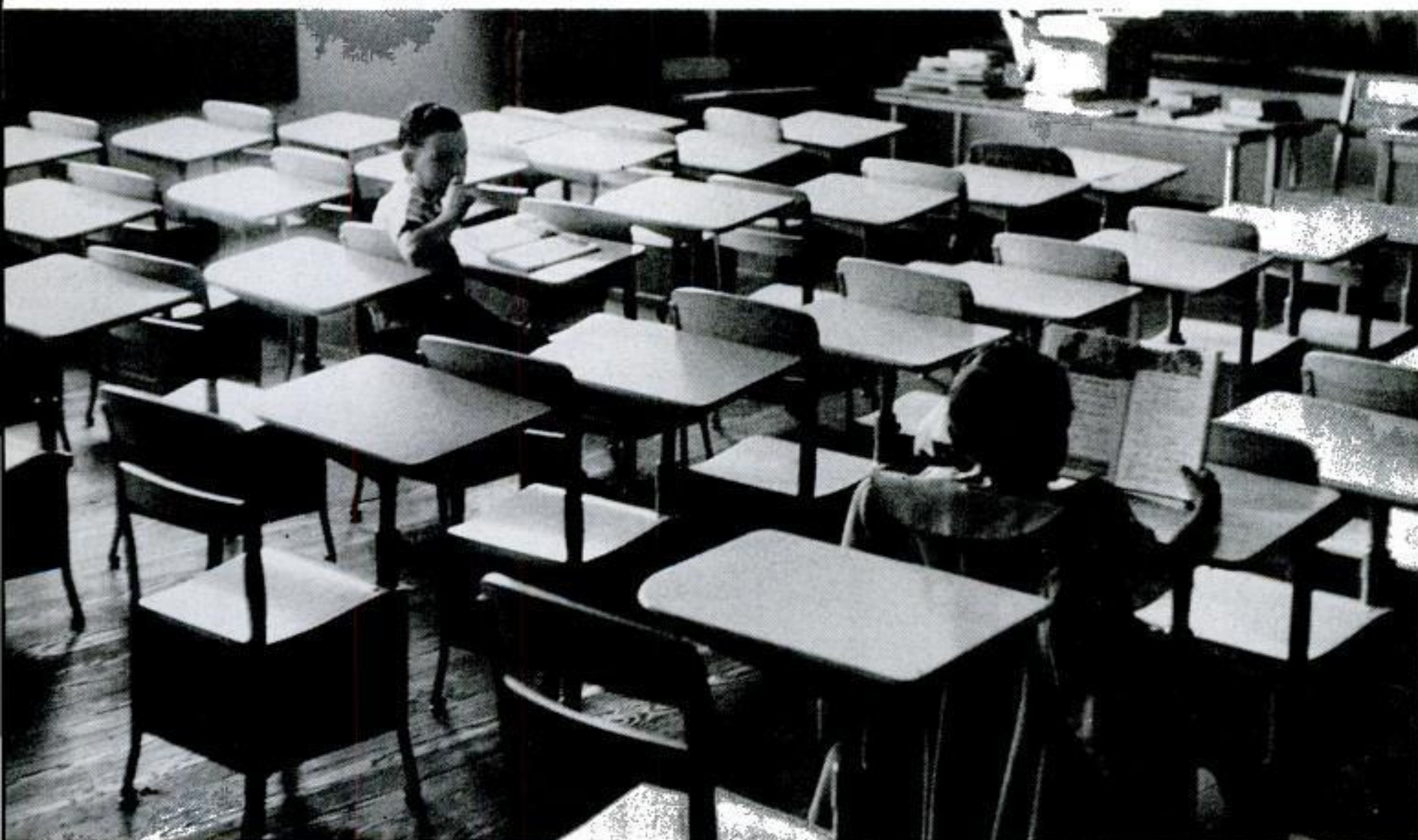


TENSELY BESIDE A CAR, DEBATING WHAT TO DO NEXT. JESSALYN ASKED POLICE TO ESCORT THEM INSIDE. WHEN THE POLICE REFUSED TO, THE STUDENTS LEFT

mob of 400. The school's president opposed their presence ("The results of integration are sure to be the degeneration of the schools," he told a Citizens' Council rally), and Texas Rangers and local policemen, saying they had no orders from Governor Allan Shivers or Texarkana officials to escort the students into the school, refused to. As the students left, a Citizens' Council member called the day's work "a peaceful riot."

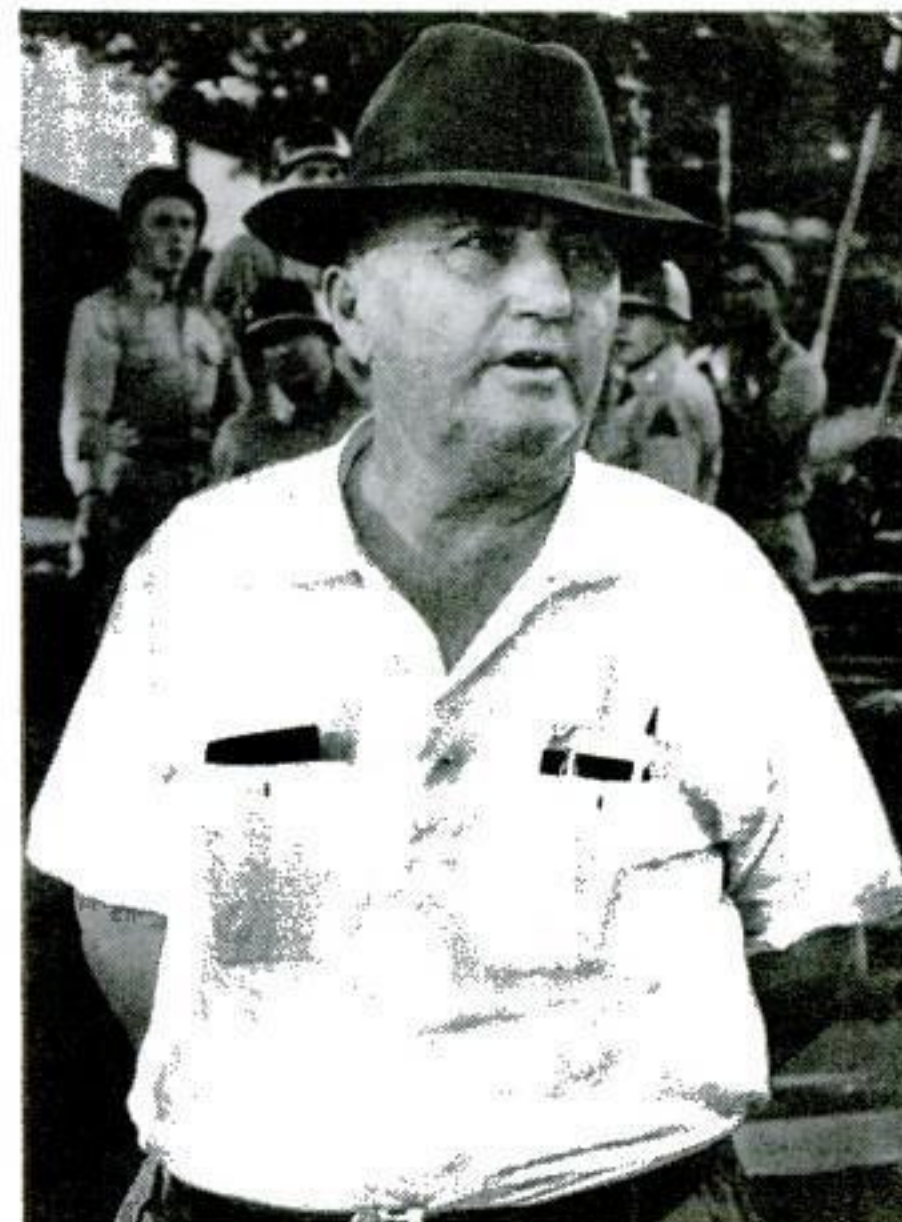
In Clay, Ky., acting on orders from Governor "Happy" Chandler, National Guardsmen and state police took control of the town by night, and

next day escorted two Negro children to the school from which a mob had barred them the week before. The mayor himself called for "passive resistance" to Chandler's action, and a total boycott of the school by white students—and some of their teachers—began. While the Negroes sat in the bewildering loneliness of the classrooms, the county school board moved to get them out by ruling that they were not legally registered at Clay. Elsewhere in Kentucky, under a metropolitan school board with another approach, the desegregation fight took a different turn (*next page*).



LONE PUPIL who stayed in school the day after the Gordons entered was a miner's son (*left*), who

stares tentatively across empty desks in third-grade classroom at Theresa. Next day he too was absent.



MAYOR, Oilman Herman Clark, wears diamond pin on shirt, says, "Integration means intermarriage."



LOUISVILLE SCHOOL BOARD, headed by Keith Spears (second from right), meets with Superintendent Omer Carmichael (third from left) as the term begins.

CAREFUL PLANS, CALM CHANGE

In Louisville, Ky. the process of integration got the patient preparation that it everywhere needs—and the rewards were clear. Last week the public school system was desegregated with only one brief demonstration.

The planning began right after the Supreme Court decision in 1954. School Superintendent Omer Carmichael, with unanimous backing by his board, asked each city school to start studying the problems of integration. He and his staff began attending an endless series of public meetings called to discuss integration and pave the way for it.

The final integration plan, drafted a year ago, was widely publicized. Schools were redistricted without regard to race. Every family was notified which school its children would attend, and every family could ask to have its children transferred. Many did, but officials were heartened by the number of white families which abided by the assignments, even when, as at the Taylor school (below), the enrollment was predominantly Negro. Singling out Louisville for special praise, President Eisenhower last week said, "I think Mr. Carmichael must be a very wise man."



HELPING HAND of Principal Evelyn Smith steers Ken Duval through cafeteria at the Taylor school, which has an all-Negro faculty and a 97% Negro enrollment.

Integration CONTINUED



INVITATION TO JOIN P.T.A. at son's new school is given Mrs. Arkie Gardner by Principal Paul Sparks, who made personal call because she has no phone.



TALKING TOGETHER, Negro and white mothers discuss committee assignments at Louisville's first integrated P.T.A. meeting, held at the Frayser school.



A PEACEFUL SHOWDOWN WITH NASSER MAY BE COSTLY—BUT WORTH IT TO CIVILIZATION

The Suez Canal crisis is heading for a showdown. Thanks to some creative diplomacy by John Foster Dulles and Sir Anthony Eden, this carries a reduced risk of war, but it carries a lot of other risks and costs to the U.S.

Americans have felt less angry at Nasser than have the English and French. Why so? If Panama had been seized, we would have reacted at least as strongly as has Eden. Yet more U.S.-owned shipping goes through Suez than through Panama. Moreover, the principle which the British and French claim to be upholding in Suez—"the rule of law in international affairs"—is as vital to Americans as to any people. We ought to be willing to fight for it, if it is really at issue.

The official lawyers of the West, including Dulles, say it is at issue. They say that the charter of the Suez Canal Co., which Nasser abrogated, "had the status of an international compact" on which "many nations relied." The canal itself was "universalized" by the Constantinople Treaty of 1888. These documents, plus long usage, gave Eden his warrant for charging that Nasser's seizure "deinternationalized" the canal and was therefore illegal.

The legal case against Nasser makes a full and interesting brief; but it is not as persuasive as, say, Cicero's exposure of the conspiracy of Catiline. The Treaty of 1888 certainly gives all nations a right to use the canal. And it also promised "a definite system destined to guarantee" this right "at all times, and for all powers." Unfortunately this "system" was never given concrete institutional form other than the company itself. The only "guarantee" was the fact that the power most interested in keeping the canal open—Great Britain—was usually in military control of the area. Nasser, now in military control, maintains that he too wants to keep it open. He may have "deinternationalized" it, but he hasn't "deuniversalized" its use—not yet. That is the flaw in the legal argument against Nasser.

Not Nasser but his predecessor, King Farouk, was the first man to use the canal as an instrument of Egyptian national policy. He closed it to Israeli shipping in 1950; it is still so closed. Only last week a Greek ship, the *Panagia*, returned to Haifa after having failed to deliver a cargo of cement to southern Israel. Held incommunicado in Port Said for three and a half months, its crew had been allowed no fresh water, no shore privileges, no mail, and was on the verge of insanity. Such outrages were condemned by the U.N. Security Council in 1951, but neither the U.S., Britain nor any other power has attempted to stop them. They don't make Nasser's case any more respectable, but neither do they testify to the West's impartial devotion to international law.

At the London conference last month, the international law on Suez was given a good push forward. The Dulles plan, with its 18 signatories, would genuinely implement the '88 treaty and give the canal administration a more formal international character than the old Suez Co. could claim. It is a wise plan and Nasser was foolish to turn it down. But it would have been even more foolish for the West to try to force it on him. When new international law is being made, the free consent of all parties is the one indispensable ingredient.

It is worth remembering that the Suez has had a stormy diplomatic history but has never caused a war. Before it was built, the anticanal agitation of Robert Stephenson, son of the railroad pioneer, caused Ferdinand de Lesseps, the canal's builder, to challenge him to a duel; but explanations were accepted and the challenge withdrawn. The Suez is a place where the angriest national passions storm up quickly and as quickly run into the sand. This is partly owing to the very multiplicity of the interests that confront each other there, but partly also to a certain crossroads spirit of the place. "From the beginning of the work," said De Lesseps, "there

was not a tent-keeper who did not consider himself an agent of civilization. Hence our success." This chain of civilized behavior has been broken by Nasser, but it will not be in keeping with Suez' great past to mend it by force.

The immediate showdown comes as most of the pilots are going home. And last week Dulles and Eden came up with still another legal invention to force the issue. It is a users' association to bring countervailing pressure, in the fashion of a civilized labor union, against the national monopoly which Nasser has proclaimed. If Nasser permits, the users will exercise their treaty rights by moving their ships through the canal with their own pilots until a permanent settlement is reached. If Nasser does not permit, the users do not intend to shoot their way through, although the situation remains explosive. They intend to take their legal case—a much clearer case than they have now—to the U.N.; and they intend to take their ships around the Cape of Good Hope.

Behind this pacific showdown scheme, in fact, lies a vast and costly plan of reorganizing the bulk of the world's sea traffic to bypass Nasser's big ditch. More than half of Western Europe's oil, which now comes through Suez from the Near East, would have to be rerouted or replaced by Western Hemisphere oil. The strain on the world's tankers would be very great. The strain on the British treasury, which has no dollars for oil would be more than it can afford. Great, too, would be the political strain on the Arab oil kingdoms, if their royalties were cut along with the demand on their wells. It will not be easy for the West to get along without its busiest waterway to Asia—nor vice versa. Neither was the Berlin airlift easy. But that was done, and this could be, by drawing on the enormously superior technical resources of the West, meaning chiefly the U.S.

Will it be worth it? It is the best alternative to surrendering or shooting, and it could have some constructive results.

First, as Americans know instinctively, it is always wise to have alternatives to a business monopoly, whether that monopoly be in civilized or dictatorial hands. The supertankers of 80,000 tons and up now being built for the oil trade, which are too big for the canal anyway, are economical. If more are built for this emergency, they will be permanently useful.

More important, the West will be in a better bargaining position with Nasser if it can first make plain to him in what sense the canal is and is not an Egyptian national asset. It is an Egyptian asset only because it is used by all the nations. Its economics are even more definitely "stamped with an international character" than its legal status. That means its users must be able to rely on reasonable treatment—the reliance being the essence of law, and the reasonableness being the essence of civilization. If Nasser can show that he has apprehended these essences, it will be worth a good deal for the West to be able to welcome Egypt back into the fold of law-abiding nations.

By teaching this lesson about itself, the canal would indeed be "an agent of civilization" again. Western Europe's appetite for oil is growing at a rate which has quadrupled its consumption in the last 10 years. The projections for the next 10 and 20 years show an even more spectacular expansion. To keep pace, the canal will need something like a billion dollars' worth of new capital for enlargement and modernization. Its economic potential for Egypt is enormous. But the contracts and understandings, "the definite system" of law, order and mutual dependence on which civilization does its business, are even more important to the West than the canal. The Dulles-Eden diplomacy has now put the West in a position to demonstrate its real order of values. Law is prior to wealth. Whether the demonstration succeeds, and whether Egypt is therefore to prosper or go broke, is now up to Nasser.



A woman's most important accessory is a well-dressed man.

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(A) Mark I. Twin-console 3-speed phono-AM-FM radio-tape recorder. Natural walnut. Traditional in mahogany finish. (6HF1) \$1600. (B) Mark II. 4-speed phono-AM-FM radio. Cherry finish (shown). Also Modern in light rift oak finish or natural walnut; Traditional in mahogany finish (7HF2) \$750. (C) Mark III. 4-speed phono-AM-FM radio. Finishes: mahogany, maple (shown) or light rift oak. (7HF3). Mah. \$325.

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(D) Mark III D, 4-speed phono-AM-FM radio-tape recorder. Finishes: mahogany (shown) or light rift oak (7HFR1). Mah. \$595. (E) Mark IV, 4-speed phono. Finishes: mahogany, maple (shown), or light rift oak. (7HF4) Mah. \$179.95. (F) Mark VI, 4-speed phono. Finishes: mahogany, light rift oak, maple or black mink (shown). With brass legs (7HF5). Mah. \$139.95. (G) Mark VII. Portable 4-speed phono. Tan simulated leather (8HFP1) \$129.95.

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Which is the top of the Frozen Food Crop?

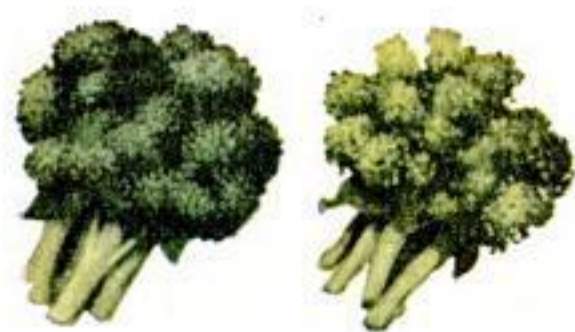
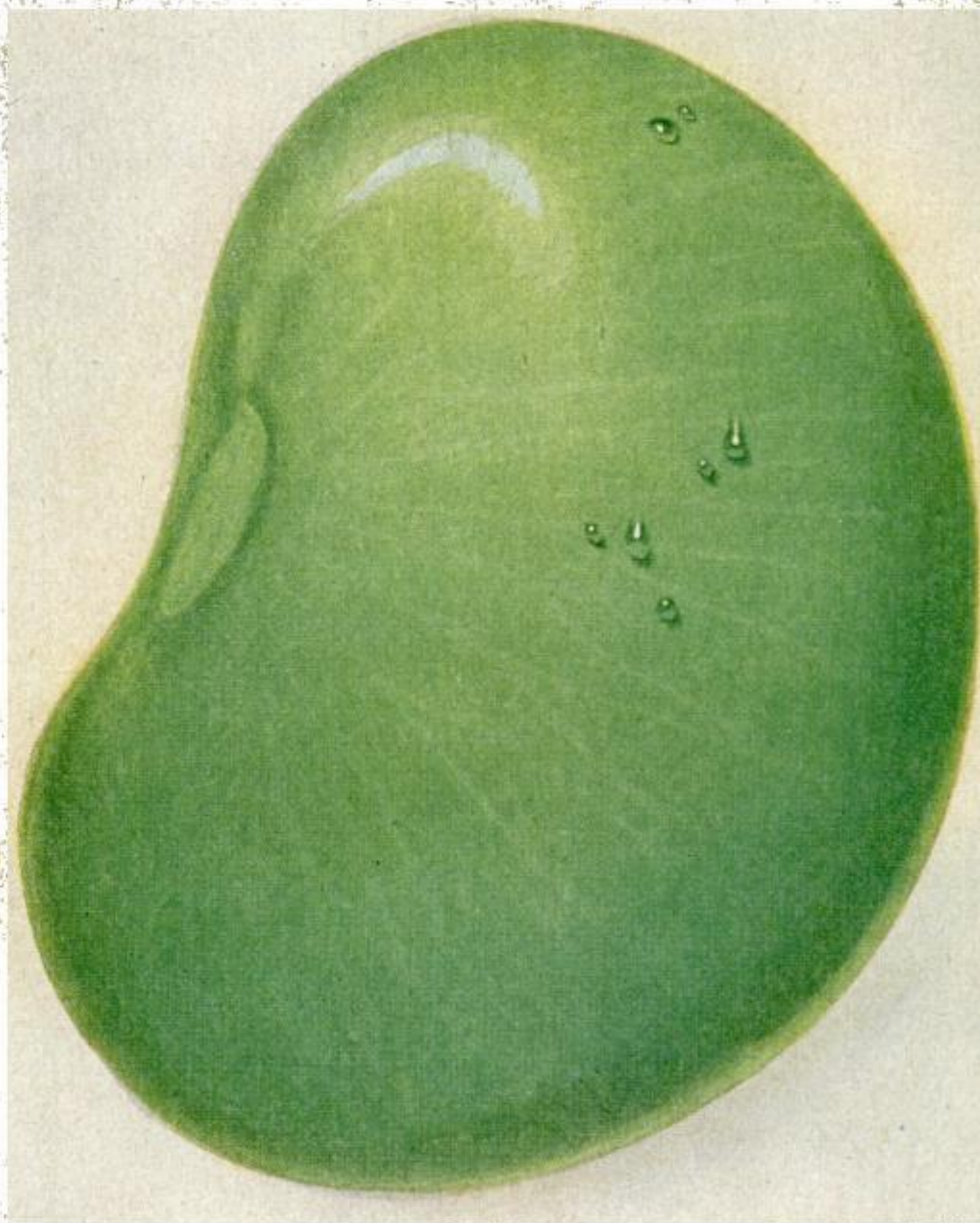
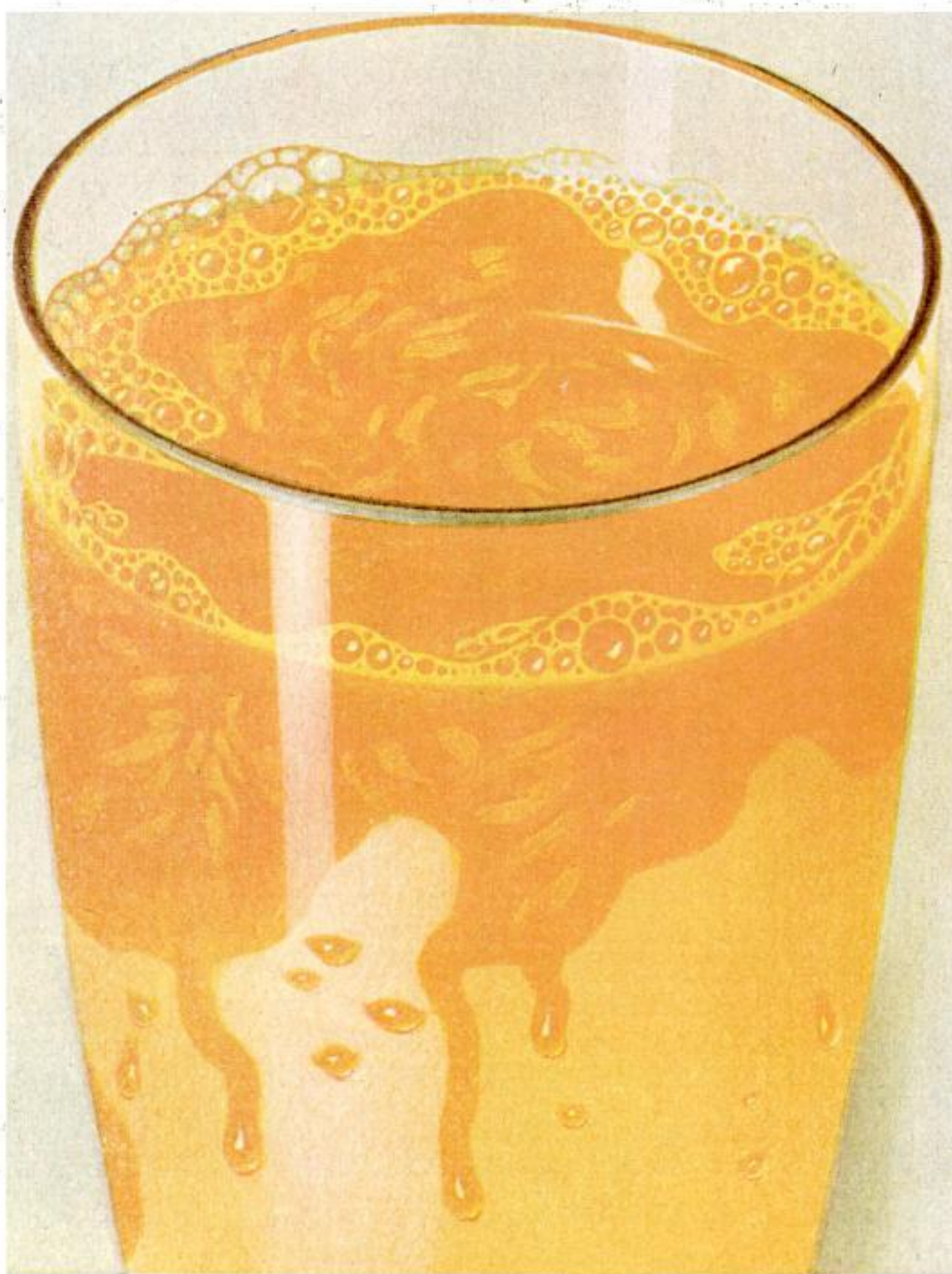
SnowCrop!



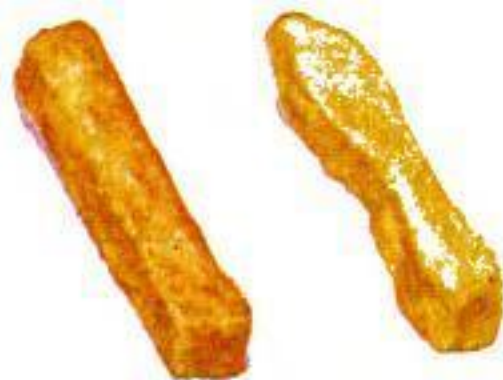
"COMPARE my Snow Crop Orange Juice (far left) with ordinary frozen juice. Mine is the 'Whole Orange' Orange Juice, with all the vitamin-rich 'meat' of the Whole Orange."



"COMPARE my Snow Crop Lima (far left). It's plump, deep green, sweet and tender. Never thin, pale or dry. Get Snow Crop Fordhook or Baby Limas. They're the top of the Lima Bean Crop!"



"COMPARE my Snow Crop Broccoli (left) with ordinary limp, ragged broccoli. Mine is greener, firmer, tenderer, top to bottom. Try Snow Crop Broccoli. You'll agree it's the top of the Broccoli Crop!"



"COMPARE my Snow Crop French Fries (left). They're made from finest Idaho potatoes . . . firm, mealy, crisp and golden—never limp, soggy, blemished. They're the top of the Potato Crop!"



"COMPARE my Snow Crop Spinach at left with ordinary spinach. Snow Crop Spinach is the greenest and cleanest, with stems removed—never mushy and discolored. It's the top of the Spinach Crop!"

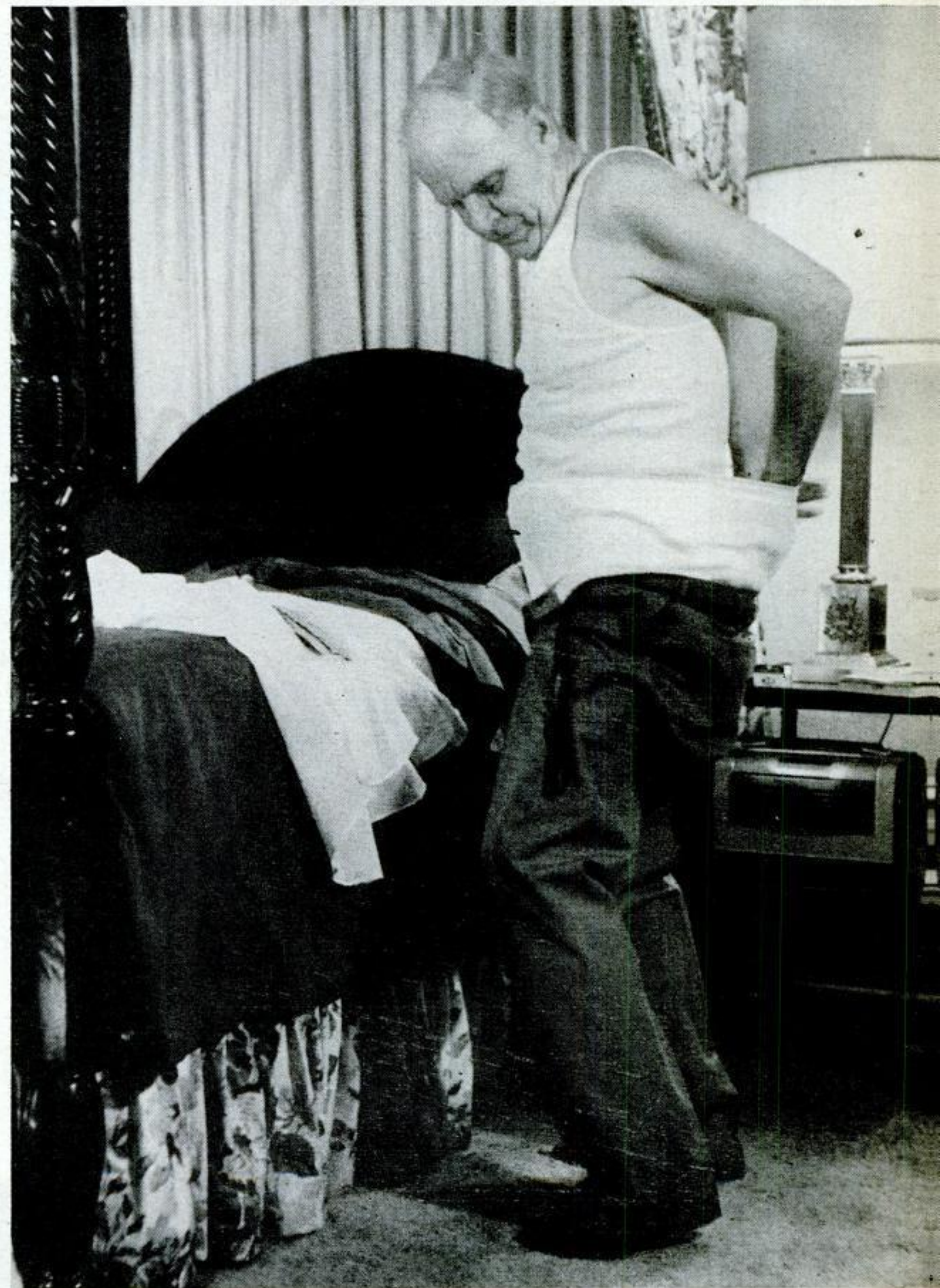




His Excellency the Governor of North Carolina

HE SHOWERS PRAISE ON TARHEEL WARES

Luther H. Hodges, the dignified and able governor of North Carolina, usually showers with his clothes off and prefers privacy when he dresses in his bedroom. But Governor Hodges is a man with a mission and to further it he is perfectly willing to indulge in a little gubernatorial horse-play. North Carolina, the largest-producing industrial state in the south-east and the most heavily populated, still ranks low in average per capita income. Eager to promote the expansion of small industry and thus employment, Hodges is sponsoring a plan which tells his fellow Tarheels the manifold local opportunities for more versatile production. As these pictures show, Governor Hodges offers the most telling testimony of all in his lively display of home-manufactured and home-grown products.



INDIGENOUS DRAWERS from Asheboro, N.C. are adjusted by Hodges. Bed is handmade product of state which makes more wooden furniture than any other.

← **SARTORIAL SHOWER** finds governor getting wet in quick-drying synthetic fabrics made in North Carolina. Carnation was grown in capital city of Raleigh.

Win!



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WESTINGHOUSE FREEZER
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Suggested last line:

(Pads sanitize, deodorize, then quickly flush away.)

These facts may help you: "Jonny" Mop is the world's only disposable toilet mop. Cleanser-filled pad slips onto permanent "Jonny" Mop handle. It suds, deodorizes, does a complete cleaning job. Nothing else is needed!

When you're finished, spread handle, pad drops off and flushes away. Guaranteed not to clog drains or harm septic tanks. Handle rinses clean and stores dry. No germ brush or wet hands when you clean toilets the modern, sanitary "Jonny" Mop way!

Get entry blank at your favorite store today! Contest closes November 30, 1956.

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*Subject to state and federal regulations.



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North Carolina Governor CONTINUED



CAROLINA CAT FOOD, manufactured from fish scraps in Beaufort, N.C., is dished out by the governor. Seafood production in the state, including the food being fed executive mansion kitty, is valued at \$9.5 million annually.



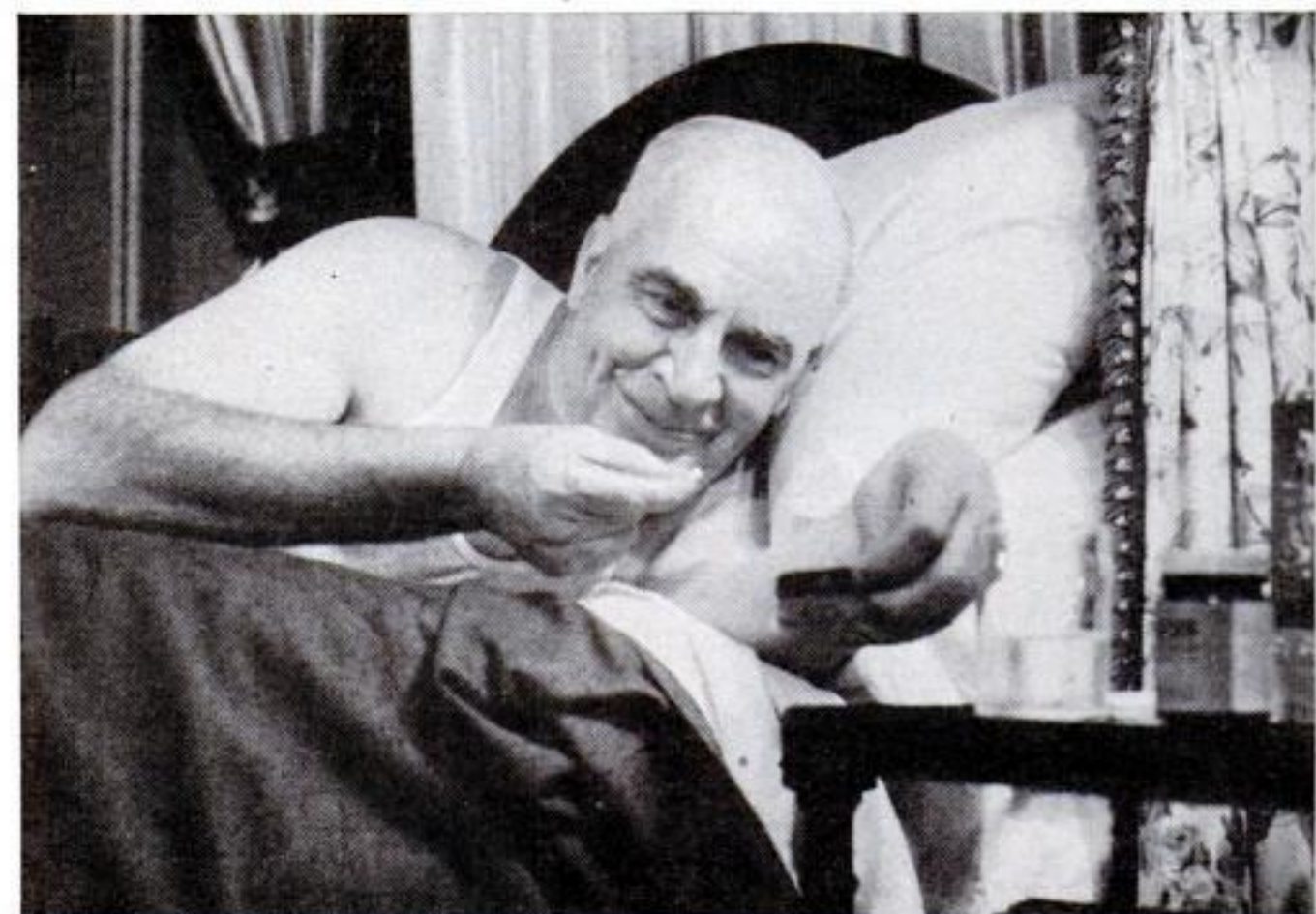
HOMESPUN LAUNDRY is hung out by the governor, whose mouth is full of clothespins made locally.



LAZY LACES from Charlotte are made of elastic, allow Hodges to remove shoes without untying them.



LOCAL LURE gets hung up in the governor's trousers as he casts from a boat made in state's coastal area.



HOME REMEDIES in the form of headache powders from Durham and chest rub from Greensboro are self-administered by the governor after a trying day. His blanket, sheets and pillowcase are also manufactured in the state.



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EMBRACEABLE, fold on fold of faille, softly elasticized.



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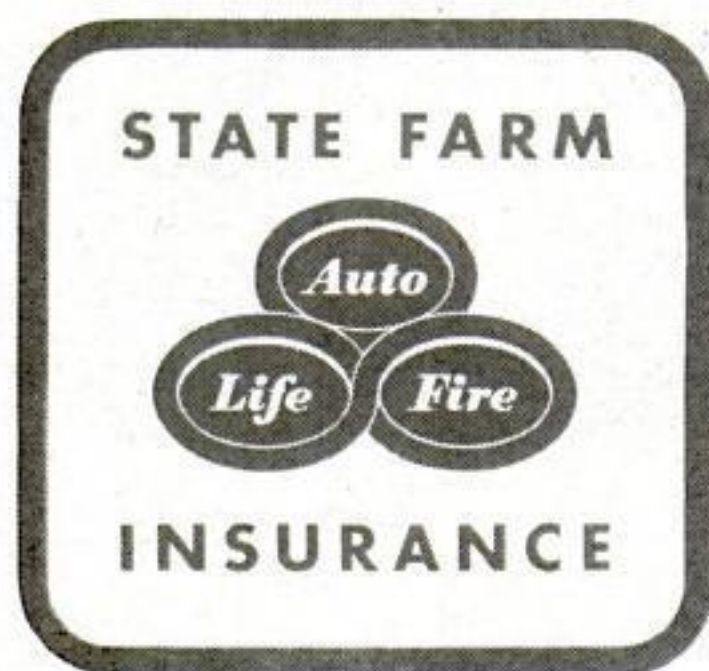


The United States Shoe Corporation, Cincinnati 7, Ohio

These shoes are manufactured and distributed as Gold Cross Shoes in Canada by B & L Shoe, Ltd., in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes" (Aust.) Pty. Ltd., in South Africa by Eddels (S.A.), Ltd., in New Zealand by Duckworth, Turner and Co., Ltd.

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*Based on latest information available on August 15th, 1956.

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"The Xplorer" is capable of a top speed of 120 miles per hour. To protect and lubricate the high-speed engine of "The Xplorer" calls for a tough, dependable oil—that's why the Central chooses Sinclair. In fact, over 100 leading U.S. railroads rely on Sinclair Lubricating Oils — top tribute to their quality, dependability and economy.



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ADDS POWER YOU CAN FEEL! Because new Sinclair Extra Duty Triple X cleans your engine as you drive, it *actually adds power you can feel*. It cuts harmful corrosion, wards off wear, helps prevent power-wasting "knock". See your nearby Sinclair Dealer today for new Sinclair Extra Duty Triple X Motor Oil.

NEW SINCLAIR EXTRA DUTY

Sinclair Refining Company, 600 Fifth Avenue, New York 20, N. Y.



TRIPLE X

multi-grade motor oil



CINCINNATI'S 500-POUND BENGAL TIGRESSES, SONYA (LEFT) AND INDIA, PACE THE ROCK LEDGES ABOVE THE ZOO MOAT WHERE THEY GANGED UP ON RAJAH

MAULED MALE IN TIGER MOAT

A visitor came rushing into the Cincinnati zoo office yelling, "Two tigers are trying to drown the other one." The zoo keepers paid no attention because the three tigers housed together in their outdoor grotto were always playfully mauling each other. But when the next excited report of a fight came in, Superintendent Clarence White rushed over to the grotto. There

the two female tigers had Rajah, the male, down in the moat, one at his throat and the other holding his hind legs.

White promptly opened gates to the inner den. The females, thinking this meant feeding time, let go of Rajah and went inside. The moat was drained but the keepers did not dare try to treat Rajah until they had tied him (*below*).

LESSOING RAJAH, DR. BYRON W. BERNARD, ZOO'S VETERINARIAN, TRIES TO SECURE PAWS AFTER MOAT WAS DRAINED. AFTER THREE TOSSES, HE SUCCEEDED





TRUSSED TIGER lies helpless as Dr. Bernard injects an anesthetic in his hip and Superintendent White cautiously holds tail to prevent its lashing. When the drug had taken effect, the doctor examined Rajah, found his windpipe punctured and one lung already collapsed. Carried to the basement of the lion house, he died

in a few minutes. Zoo officials could not explain the sudden fight. In the wild state the male and female tigers live apart except during a brief mating period. Rajah and the females, however, had gotten on well at the zoo. Though they had never bred they generally were friendly during the four years they lived together.

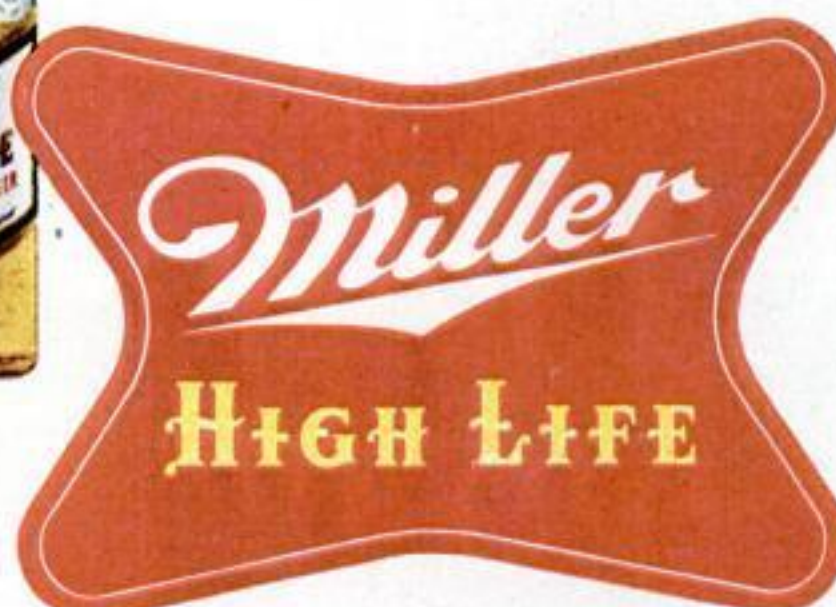


For the taste of your life
 ... "Go first class"
 with Miller High Life

THE CHAMPAGNE OF BOTTLE BEER



©Miller Brewing Co.
 Milwaukee, Wis.



Photography by Leslie Gill

Brewed and Bottled By The Miller Brewing Company ONLY . . . and ONLY in Milwaukee, Wisconsin



you'll really see her in her element

ESTHER WILLIAMS heads a cast of 100 in a glorious 90-minute dancing-swimming-singing Aqua Spectacular! That's TV news of headline size. But add Color — NBC Big Color — and you've got an event that you, your whole family and all your friends will *thrill* to. It will light up your TV screen on Saturday evening, September 29th, over NBC Television.

Beginning with the Esther Williams Aqua Spectacular, the new season's Saturday-night Spectaculars will be seen every fourth week. You can enjoy them, of course, in black-and-white. But for a truly exciting new kind of experience in TV-viewing, see them by all means in NBC Big Color.

Throughout the year, Saturday will be a dazzling night — with many of the Perry Como and George Gobel shows coming to you in Color.

There's plenty of NBC Big Color on tap *every* night of the week, and during the daytime, too! But if you've never seen Color TV, then Saturday, September 29th, is the time to take your first breathtaking look.

Exciting things are happening every night on





september 29
on NBC
BIG COLOR TV!

Coming up, in NBC's Saturday Series of Color Spectaculars:

THE SONJA HENIE ICE SHOW!



Today! Start Helping Your Child Grow Bigger and Stronger 12 Ways with WONDER BREAD

Note The 12 Ways Wonder Bread Contributes To An Adequate
Diet And Thus Helps Your Child Grow Bigger And Stronger —

See Comparisons With Meat, Milk, Fish, Eggs And Other Foods

Your big problem in child nutrition is to get them to eat enough of the substantial foods they must have for normal physical and mental development.

Which means a well-balanced diet of protein, fat, carbohydrates, vitamins and minerals, such as come in meats, milk, eggs, fruit, green-leafed and yellow vegetables.

And Wonder Bread, which helps supply your child with protein for growth, carbohydrates for energy and many vitamins and minerals for normal development.



BUY WONDER BREAD TODAY
Measure And Weigh Your Child
Every 3 Months

**ALSO SERVE WONDER BUNS AND
WONDER BROWN 'N SERVE ROLLS**



12 Ways To Growth

Wonder Bread contains 12 essential food elements that help your child grow normally.

The amounts of these 12 food elements in Wonder Bread are compared with similar amounts contained in other foods.

This does not suggest that Wonder Bread take the place of these other foods. Or that your child is deficient in any of these elements, particularly cobalt, copper, zinc and manganese.

However, the fact is Wonder Bread does contain each of the 12 food elements approximately in the amounts shown.

And, as leading nutrition specialists have pointed out, each one of the 12 is important in nutrition.

Thus, when you give Wonder Bread to your child, you know you are helping your child grow bigger and stronger 12 ways.

This suggests that you do 3 things:

- (1) Start your child eating 8 slices of Wonder Bread today.
- (2) Measure your child's height and weigh him today.
- (3) See how height and weight increase in 3 months; 6 months; each year.

Fresh And Tender

You should have no trouble getting your child to eat plenty of Wonder Bread.

Because fresh Wonder Bread has a tender texture and crust; a mouth-watering aroma. And—Wonder Bread makes perfect toast.

Get Wonder Bread fresh from your grocer today.

And start helping your child grow bigger and stronger 12 ways.

Copr., 1956, Continental Baking Company, Inc.

WONDER BREAD HELPS BUILD STRONG BODIES 12 WAYS

2 Slices Each Meal
And A Sandwich Daily Supply.*

1. MUSCLE. As much Protein as a serving of roast sirloin of beef.



2. BONES AND TEETH. As much Calcium for bones and teeth as in a helping of cottage cheese.



3. BODY CELLS. As much Phosphorus for cell metabolism as 1 egg.



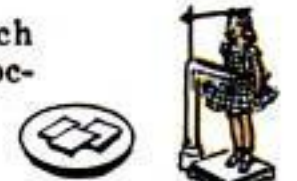
4. BLOOD. As much Iron for rich red blood as found in 3 lamb chops.



5. APPETITE. As much Vitamin B₁ to help maintain appetite as supplied by a serving of fried liver.



6. GROWTH. As much Vitamin B₂ for growth processes as 3 slices of yellow American cheese.



7. BRAIN. As much Niacin to help maintain mental health as 6 sardines.



8. ENERGY. As much Energy as supplied by the carbohydrates, fat and protein of 2 glasses of milk.



9. RED CELLS. As much Copper for hemoglobin generation as 1 banana.



10. VITAMIN B₁₂. As much Cobalt for B₁₂ synthesis as 1 serving of green peas.



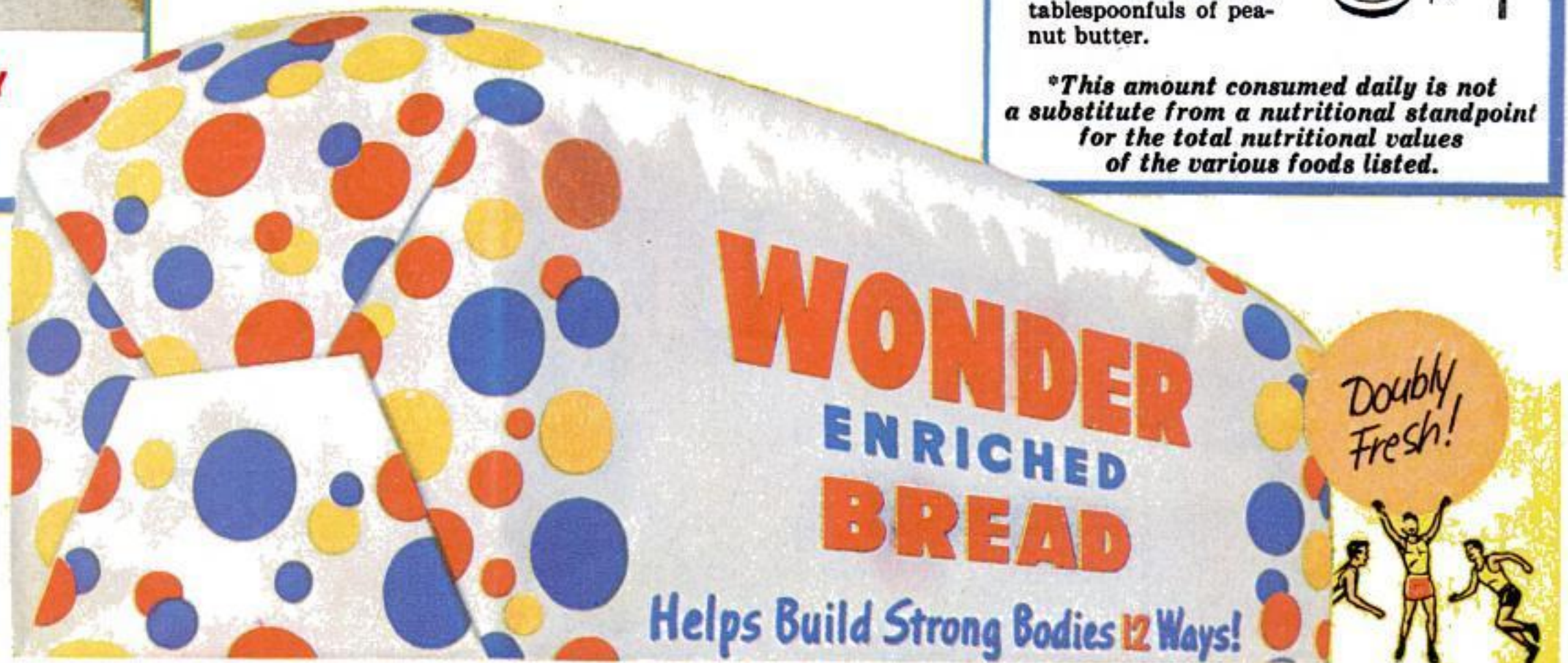
11. PROTEIN DIGESTION. As much Manganese to aid enzyme activity for protein digestion as a liberal serving of lettuce.



12. TISSUE RESPIRATION. As much Zinc for enzyme formation to aid tissue respiration as 2 1/2 tablespoonfuls of peanut butter.



*This amount consumed daily is not a substitute from a nutritional standpoint for the total nutritional values of the various foods listed.

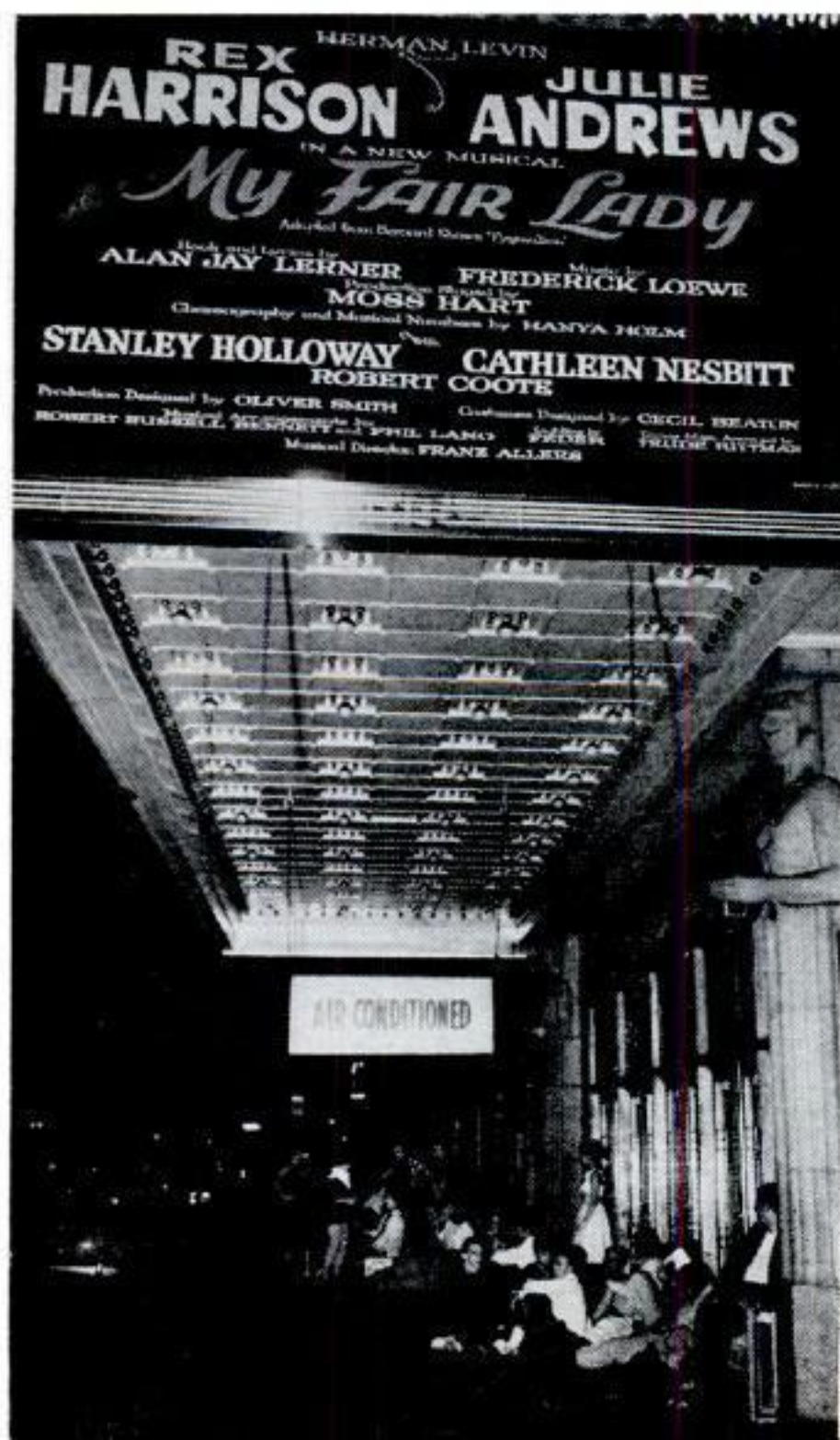




PEOPLE SPRAWL ON BLANKETS, CONDUCT SLEEPY GAME OF SCRABBLE AND PLAY "TWENTY QUESTIONS" AS THEY WAIT FOR THEATER BOX OFFICE TO OPEN

Night Watch for 'Fair Lady'

CUSTOMERS CAMP OUTSIDE BROADWAY THEATER FOR HIT SHOW TICKETS



In all Broadway history nobody remembers such a waiting line as appears nightly outside the Mark Hellinger theater where *My Fair Lady* is playing and turns West 51st Street virtually into a gypsy camp. Showing up with blankets, lunch baskets and games to while away the long night hours, customers start to fall in line about midnight, waiting for the box office to open at 10 o'clock and sell 30 standing-room tickets for that night's performance. The price for standing room is \$3.45. People who want to see *Fair Lady* sitting down usually have to wait six months or pay black market prices of up to \$50 a seat.

One persistent girl joined the line on five different nights, trying to reach the ticket window before the day's quota was sold out. Some people make a business of getting in line early in order to sell their advanced positions to late-comers for as much as \$20. And once in a while (pp. 68, 70) someone gets a lucky break.

AT DAWN more people are in line than tickets available. But the hopeful hang on.



AFTER DAYBREAK Mimi Pugmire from Pocatello, Idaho takes husband's place, gives him baby.

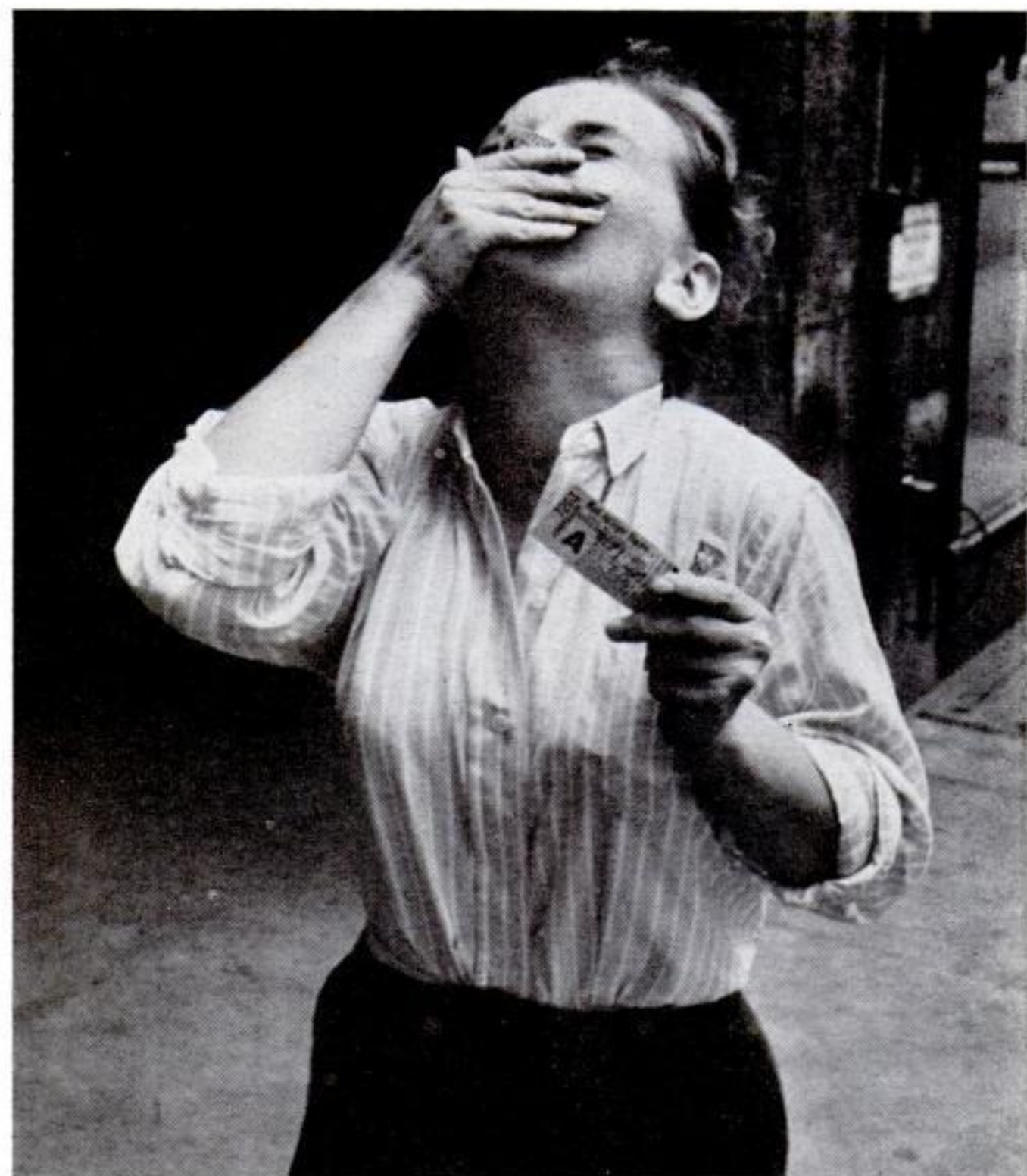
CYNDY GETS A WINDFALL



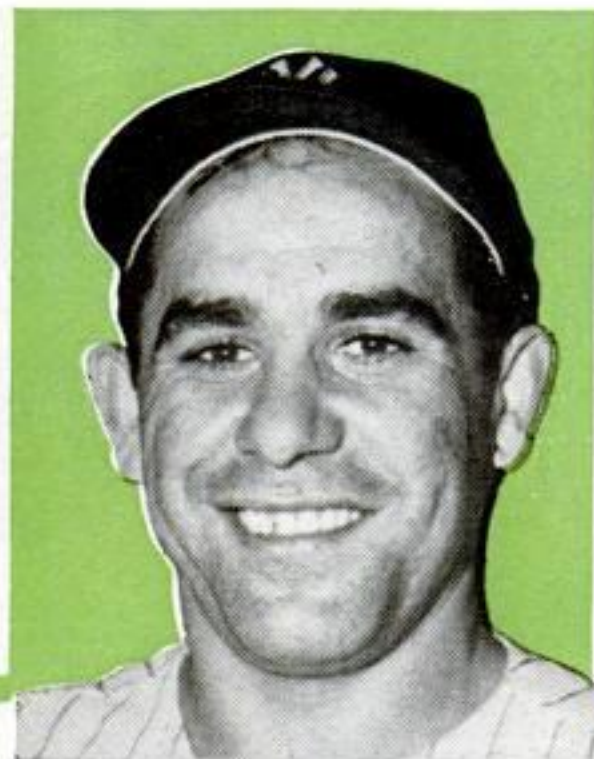
FIRST TICKET is sold at 10 a.m. to Cyndy Szekeres, 22, who arrived at 6:45 and bought her place at the head of the line for \$10 from earlier arrival.



BIT OF LUCK befalls Cyndy when Norbert Schoen (left), who waited nine hours to buy a ticket, agrees to sell it at cost to Cyndy who needs two.



KISSING EXTRA TICKET sold to her by Schoen, Cyndy leaves theater. The box office will sell only one standing room ticket to each customer.



"For me it's got everything
...sure makes swell salads!"
says Yogi Berra

star catcher of the New York Yankees, and
three-time winner of the American League's Most
Valuable Player Award (1955, 1954 and 1951)

Yogi Berra really goes for Kraft's new Italian Dressing

Have you tried it yet? Toss Kraft Italian with any salad greens. So easy. So fabulously good. Golden-clear oil and vinegar—seasoned with rare herbs, fresh spices, a bright touch of garlic. See how it clings to the salad makings, coats every bite with teasing flavor. Why wait? Taste new Kraft Italian Dressing tonight!



Now! \$2,500 of Straight Life Insurance for only \$4¹⁰ a Month! (at age 30)

Lower Rates than Any Leading Non-Participating Company in the United States!*

No Salesman Calls . . . You Examine the Policy Without Cost or Obligation

PATRIOT's money-saving "direct-to-you" plan now makes it easier for you to own life insurance . . . brings you \$2,500 or \$5,000 of straight life at remarkably low rates.

Just look at the table below for Patriot's low, low rates! At age 30, for example, you can have \$2,500 of straight life insurance for only \$4.10 a month—or \$5,000 for only \$8.20 a month; even less if you pay quarterly, semi-annually or annually. Whatever your age and whichever payment plan you select Patriot's rates are *lower than those of any leading non-participating company in the U. S.*

Straight life is America's most popular form of life insurance. Patriot's straight life policy brings you \$2,500 or more of family protection *plus* double insurance in case of accidental death as defined in the policy *plus* generous cash and paid-up values. For instance, a \$5,000 policy issued at age 30 would have a 20th year cash value of \$1,404.35 . . . or you could stop paying premiums and have a fully paid-up policy for \$2,560.00.

And it's so easy, so simple, to obtain your policy under Patriot's unique approval plan. No salesman calls on you.

You deal directly with Patriot — an established, progressive company.

No medical examination is normally needed for a \$2,500 policy if you are age 50 or under . . . or for a \$5,000 policy if age 45 or under. If you are over age 50 or want a larger policy, a simple examination will be given without cost to you, at your convenience.

Here's How You Obtain Your Policy on Patriot's Ten-Day Approval Offer!

Now you can see for yourself — without cost or obligation — exactly what this policy contains, and how it meets your needs.

Here's all you do: simply fill out the application printed on this page, and return it to Patriot. If you're accepted, we'll send your policy promptly on a 10-day no-obligation basis. After you have read it, either return it within ten days or send in your first premium payment.

Surely you owe it to yourself to investigate this unusual offer . . . particularly when you can do so without cost or obligation. Mail the application now and at the same time ask for additional applications for other members of your family!

*Based on published rates for similar policies issued by the top 50 such U. S. companies, ranked according to amount of insurance in force.

STRAIGHT LIFE INSURANCE WITH DOUBLE INDEMNITY TO AGE 65

Rates Per \$2,500 Policy (For \$5,000 multiply these rates by 2)

Four Convenient Payment Plans — Select the one you prefer

Age nearest birthday	Annual	Semi-Annual	Quarterly	Monthly
14 or under	*	*	*	*
15	\$30.25	\$15.45	\$ 7.90	\$ 2.70
16	31.05	15.85	8.10	2.75
17	31.90	16.25	8.30	2.80
18	32.75	16.70	8.50	2.90
19	33.65	17.15	8.75	2.95
20	34.60	17.65	9.00	3.05
21	35.55	18.15	9.25	3.15
22	36.55	18.65	9.50	3.25
23	37.65	19.20	9.75	3.30
24	38.75	19.75	10.05	3.40
25	39.85	20.30	10.35	3.50
26	41.00	20.90	10.65	3.60
27	42.20	21.50	10.95	3.70
28	43.45	22.15	11.30	3.85
29	44.75	22.80	11.65	3.95
30	46.15	23.55	12.00	4.10
31	47.65	24.30	12.40	4.20
32	49.20	25.10	12.80	4.35
33	50.85	25.95	13.25	4.50
34	52.55	26.80	13.70	4.65
35	54.35	27.70	14.15	4.80
36	56.25	28.70	14.65	5.00
37	58.25	29.70	15.15	5.15
38	60.35	30.80	15.70	5.35
39	62.55	31.90	16.25	5.50

Age nearest birthday	Annual	Semi-Annual	Quarterly	Monthly
40	\$64.90	\$33.10	\$16.85	\$ 5.70
41	67.35	34.35	17.50	5.95
42	69.90	35.65	18.20	6.20
43	72.60	37.05	18.90	6.45
44	75.50	38.50	19.65	6.70
45	78.50	40.05	20.40	6.95
46	81.60	41.60	21.20	7.20
47	84.85	43.25	22.05	7.50
48	88.30	45.00	22.95	7.80
49	92.00	46.90	23.90	8.10
50	95.85	48.90	24.90	8.45
51	100.00	51.00	26.00	8.85
52	104.35	53.20	27.15	9.25
53	109.00	55.60	28.35	9.65
54	113.85	58.05	29.60	10.05
55	119.00	60.70	30.95	10.50
56	124.45	63.45	32.35	11.00
57	130.20	66.40	33.85	11.50
58	136.25	69.50	35.40	12.05
59	142.70	72.80	37.10	12.60
60	149.50	76.25	38.90	13.20
61	156.75	79.95	40.75	13.85
62	164.40	83.85	42.75	14.55
63	172.45	87.95	44.85	15.25
64	181.05	92.35	47.05	16.00
65	190.10	96.95	49.40	16.80

*Send for special application and rates for \$1,000 of insurance at ages 14 and under.

PATRIOT LIFE INSURANCE COMPANY

ONE PARK AVENUE, NEW YORK 16, NEW YORK

Copyright 1956 by Patriot Life Insurance Company



Facts About Patriot

1. A Legal Reserve Company operating in 46 states (not Kansas or Wisconsin), the District of Columbia and Hawaii.
2. Over \$900,000,000 of reinsurance and insurance in force.
3. Capital and surplus over \$10,000,000.
4. More than \$3,000,000 paid out as death benefits last year.

MAIL YOUR APPLICATION TODAY! NO OBLIGATION — NO SALESMAN CALLS!

Simply fill out the application printed on this page and return it to Patriot. If you are accepted, we'll send you your policy promptly on a 10-day no-obligation basis. After you have read it, either return it within 10 days or send in your first premium payment. In other words, you pay nothing until after you receive your policy and decide to keep it.

FOR ADDITIONAL APPLICATIONS

. . . use this coupon when you send in your own application.
SEND ME:.....applications for children up to age 14.
.....applications for ages 15 to 65.

PATRIOT LIFE INSURANCE COMPANY

ONE PARK AVENUE, NEW YORK 16, N. Y.

(Use this application for ages 15-65 only. Please print answers.)

Your Name Male ☐ Female ☐
first middle last
Home Address
number and street city, zone, state
Employed by
Duties or job title
Height Weight Date of birth
ft.-inches pounds month, day, year
Kind of Policy **STRAIGHT LIFE WITH DOUBLE INDEMNITY** Amount of Insurance ☐ \$2,500 ☐ \$5,000
Premium Plan: ☐ Annual ☐ Quarterly ☐ Semi-Annual ☐ Monthly Amount of Premium \$..... Patriot policies now carried \$.....
Name of Beneficiary How related to you?
first middle last
Has any life insurance company ever offered you a policy at higher than standard rates, or refused to insure you? ☐ Yes ☐ No
Have you ever had or been treated for heart trouble or high blood pressure; cancer, diabetes, tuberculosis, epilepsy or nervous disorder; stomach trouble or any ailment of the kidneys, gall bladder or liver? ☐ Yes ☐ No
Have you been examined or treated by a doctor during the past two years? ☐ Yes ☐ No
Please explain fully any "yes" answer. Include date, reason, doctor's name and address.
.....
.....
.....

The above answers are complete and true, and any physician who has examined or treated me is authorized to disclose any information thereby acquired. I agree that the insurance will become effective only when, while I am in good health, a policy is delivered to me and the first premium is paid in full and accepted by the Company. If the policy delivered differs from that applied for, this application shall be for such policy, except that no change shall be made as to amount, classification, plan or benefits, unless agreed to in writing by me.

Date 19..... Signed:.....
10-127 179

Allergic, Problem Skin?

Super-mild Physicians' and Surgeons' Soap Method Clears, Softens—OFTEN IN 5 DAYS!

**AMAZING RESULTS IN CASES OF
ACNE • DRY, FLAKY SKIN • BLACKHEADS
COSMETIC RASH • INDUSTRIAL DERMATITIS**

How wonderful to see blemishes fade... even dry, sensitive skin awakened to a soft, healthy glow in such an amazingly short time! Yet these are the wonders you may discover with this super-mild, medicated facial soap! It often clears and softens "problem skin" in as little as 5 days!

Called Physicians' and Surgeons' Soap, it's mild as a soap can be—contains only pure vegetable oils, no animal fats. Yet it is effectively anti-bacterial, as you use it continually, kills up to 95% of the germs which cause skin irritations and infections. Used widely by stage and film stars whose skin must stand the test of close-ups despite the wear and tear of constant heavy make-up. Made since 1888 to the exacting demands of physicians and surgeons.

If your skin is extra-sensitive, allergic to cosmetics or ordinary soaps, try time-tested Physicians' and Surgeons' Soap. Enjoy new skin loveliness, comfort! At all druggists.

THE PERFECT PAIR FOR SKIN CARE

1. **Physicians' and Surgeons' Soap...**To cleanse and "degerm" sensitive skin, without irritation. Makes slathers of lovely lather!
2. **Surgeons-Lotion...**To soothe painful burning, itching skin. Softens as it heals. No medicinal odor. Won't stain skin or fabric.

Pharma-Craft Company Batavia, Illinois

"REMARKABLE COFFEE I KNOW, SIR"



Said a clever young wife to her grocer.

"One jar just won't do,
so I'd better take two—

This Full-Bodied Instant sure goes, sir."



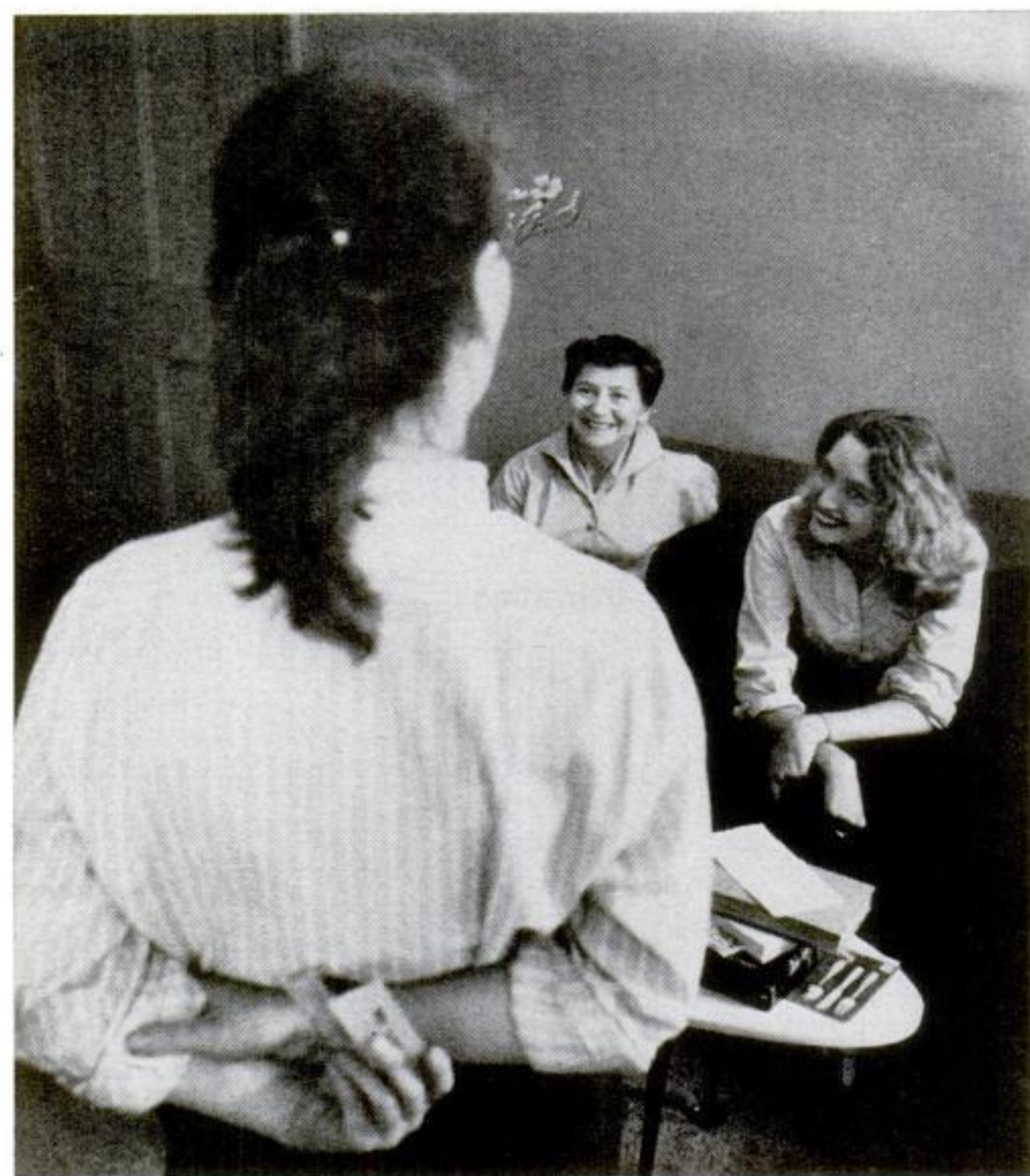
You try

**Chase &
Sanborn**

the full-bodied instant

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

NIGHT WATCH CONTINUED



HIDING TICKETS, planned as a surprise gift, Cyndy and companion Bell Bollinger go to Brooklyn home of close friend, Mrs. David Schuman (center).

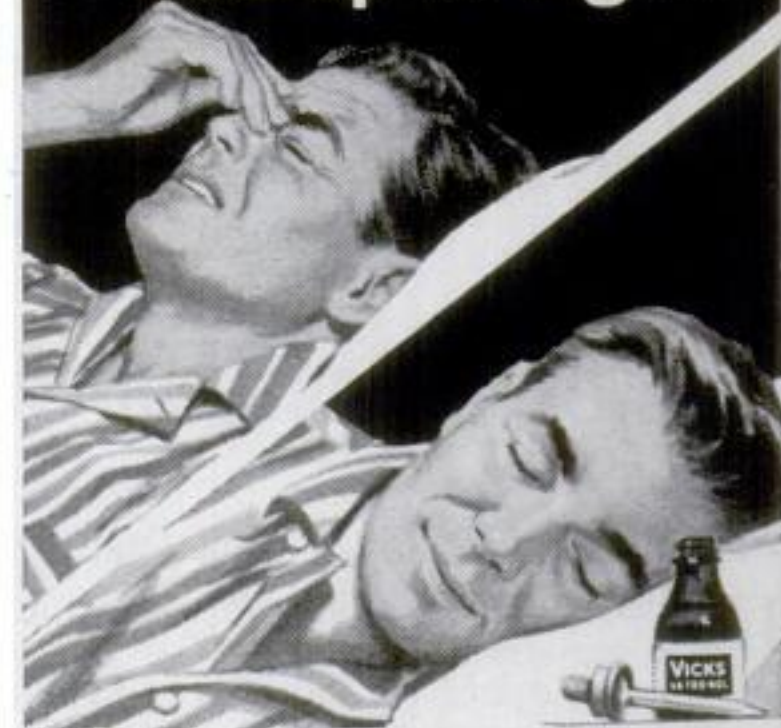


HAPPY RECIPIENTS of Cyndy's gift, Mr. and Mrs. Schuman were especially touched because she gave tickets on day of 18th wedding anniversary.



GRATEFUL HUG is given to Cyndy by Schuman, who later reported to her that he and his wife loved *My Fair Lady*. Cyndy herself has never seen show.

When your nose
fills up at night—



Open up your nose—
**BREATHE AGAIN
-SLEEP AGAIN!**

Stop tossing and turning on those nights when a stuffed-up nose keeps you from falling asleep. Use Vicks Va-tro-nol® Nose Drops! A few drops up each side of your nose, as directed in package, and... your nose opens in seconds. You can *breathe* again!

Nothing works like Vicks Va-tro-nol Nose Drops to open a stuffed-up nose. Use it! Breathe again! Sleep again!

**VICKS VA-TRO-NOL
NOSE DROPS**

PERFECT FOR GIFT GIVING

**Windsor
PENS • GIFT SETS**

Exciting Values... Wonderful Variety
of Styles to Please Everyone

At Better Stores Everywhere • WINDSOR PEN CORP. N.Y.C.

ZUD
REMOVES
RUST & STAINS

from BATHTUBS • SINKS
bottoms of COPPER POTS
TILE FLOORS • METALS
AUTO BUMPERS

FREE SAMPLE

Give names of your dealers.
ZUD is sold at Grocers,
Hardware, Dept., 10¢ Stores

RUSTAIN PRODUCTS, P.O. BOX 502 FAIRLAWN, N.J.

**Corn, Callous, Bunion
Pain Stops!**

**SUPER-FAST
NERVE-DEEP
RELIEF!**

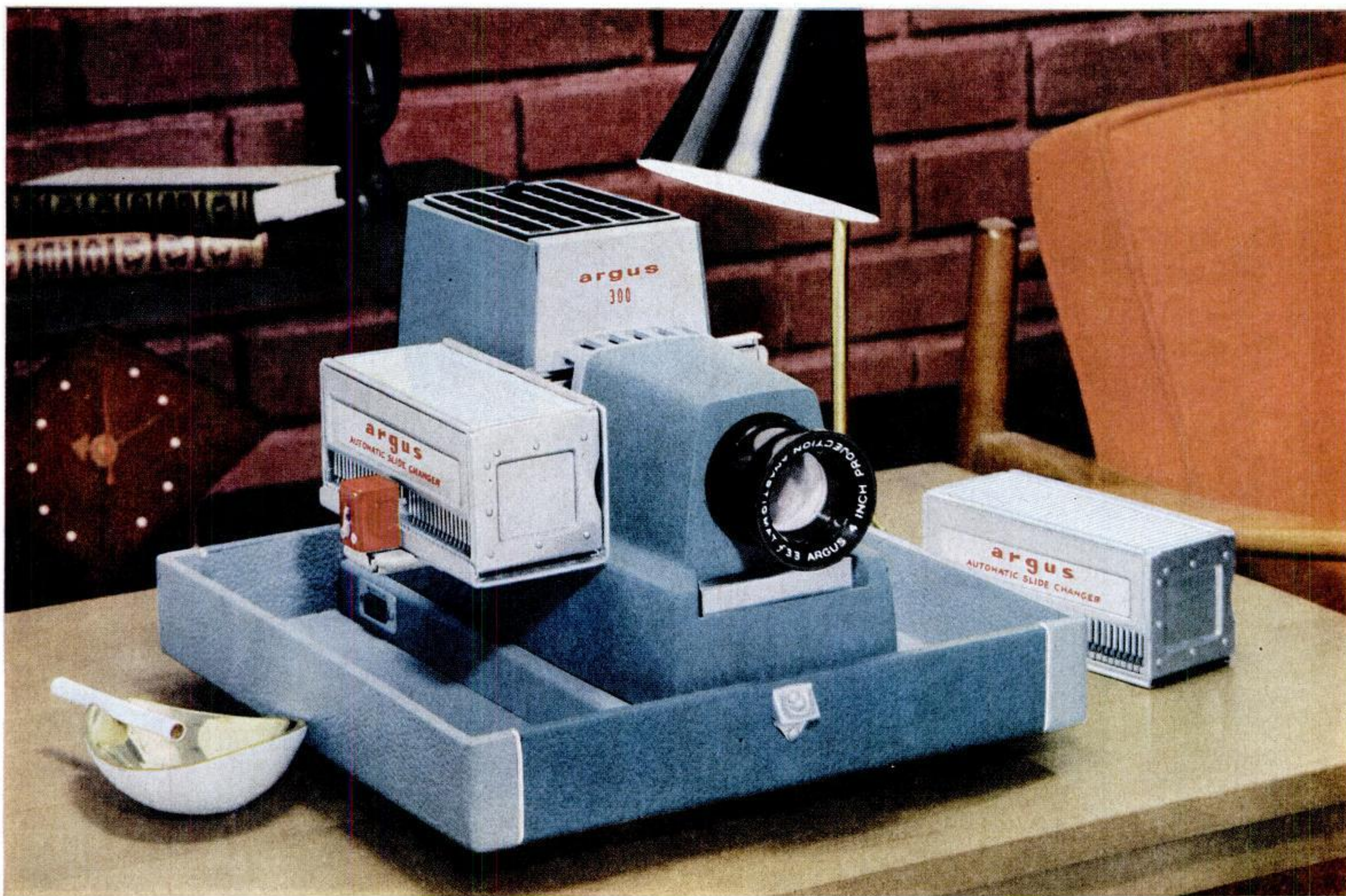
No waiting for relief when you use Dr. Scholl's Zino-pads. They stop pain at its source... ease new or tight shoes... remove corns, callouses one of the quickest ways known to medical science. New skin-matching color; worn invisibly. Try them! At Drug, Shoe, Department, 5-10¢ Stores.

**Dr. Scholl's
Zino-pads**



CALLOUSES

BUNIONS



Complete with carrying case, automatic slide changer, Slide Editor and 36-slide magazine.

It's New!... It's an Argus Automatic!... It's Only \$62⁵⁰!

Here's the slide projector with an exclusive new optical system—to show your color slides bigger and brighter. See it today. Most dealers offer budget terms . . . as little as \$6.25 down.

You've photographed the big moments of your life in color. Now relive them again and again—big as life and just as colorful—with this all-new Argus Automatic Projector!

A new, advanced optical system delivers more light through the wide-angle lens to give you

pictures uniformly bright and clear, from corner to corner. No dimmed-out edges or "hot" spots.

And your slides are so easy to show. A quick push-pull of the operating handle positions each slide for perfect viewing, returns it to the magazine in order, and automatically advances the next slide.

A convenient new Slide Editor lets you preview slides before you file them in the magazine. And a powerful yet silent blower keeps projector and slides cool—even during the longest showings.

To see your color slides in a beautiful new light, see the all-new Argus line of 300-watt projectors at your dealer's now.

New Remote-Control Power Unit, for any Argus Automatic, runs the show by push-button from anywhere in the room; \$24.50. Other Argus projectors from \$39.50.



Files and safeguards slides! Aluminum magazines keep slides in perfect order. Metal frames protect them from dirt, smudges, dog-earing. Your fingers never touch transparencies.



Spectacular picture quality! A powerful, 4-inch wide-angle lens gives you big-as-life pictures that let the whole family enjoy the show—even in smaller rooms where projection space is limited.

argus®

Argus Cameras, Inc., Ann Arbor, Michigan

**WORLD'S NO. 1 NAME IN
COLOR-SLIDE EQUIPMENT**



Newest fashions in Fiberglas: light bright colors touched with gold.

Washable! And absolutely

Fiberglas curtains and draperies wash and hang*



No ironing! No ironing at all! No—not even a touch! Fiberglas curtains wash and hang in only 7 minutes . . . dry as billowy-white as the day you bought them . . . without a touch of ironing. Think of the time and work you'll save! If you've seen the new Fiberglas marquisesettes you know how beautiful they are! Just give them the gentle care you give lingerie and they'll stay brand-new looking their whole life long.

Yes! Fiberglas draperies dry fresh-as-new every time! Beautiful as Fiberglas draperies are, they wash easily in your own home . . . dry sparkling fresh every time . . . never wilt . . . never need even a touch of ironing! Think of the dry-cleaning bills you'll save! Think of how fresh you can keep your Fiberglas draperies—*always!* See them at stores everywhere or consult your decorator.



But every style—traditional or modern—curtains or draperies—yes, even the lovely ruffled marisettes—are easy to wash! never need ironing!

no ironing!

fresh as new.

LOOK FOR THIS LABEL

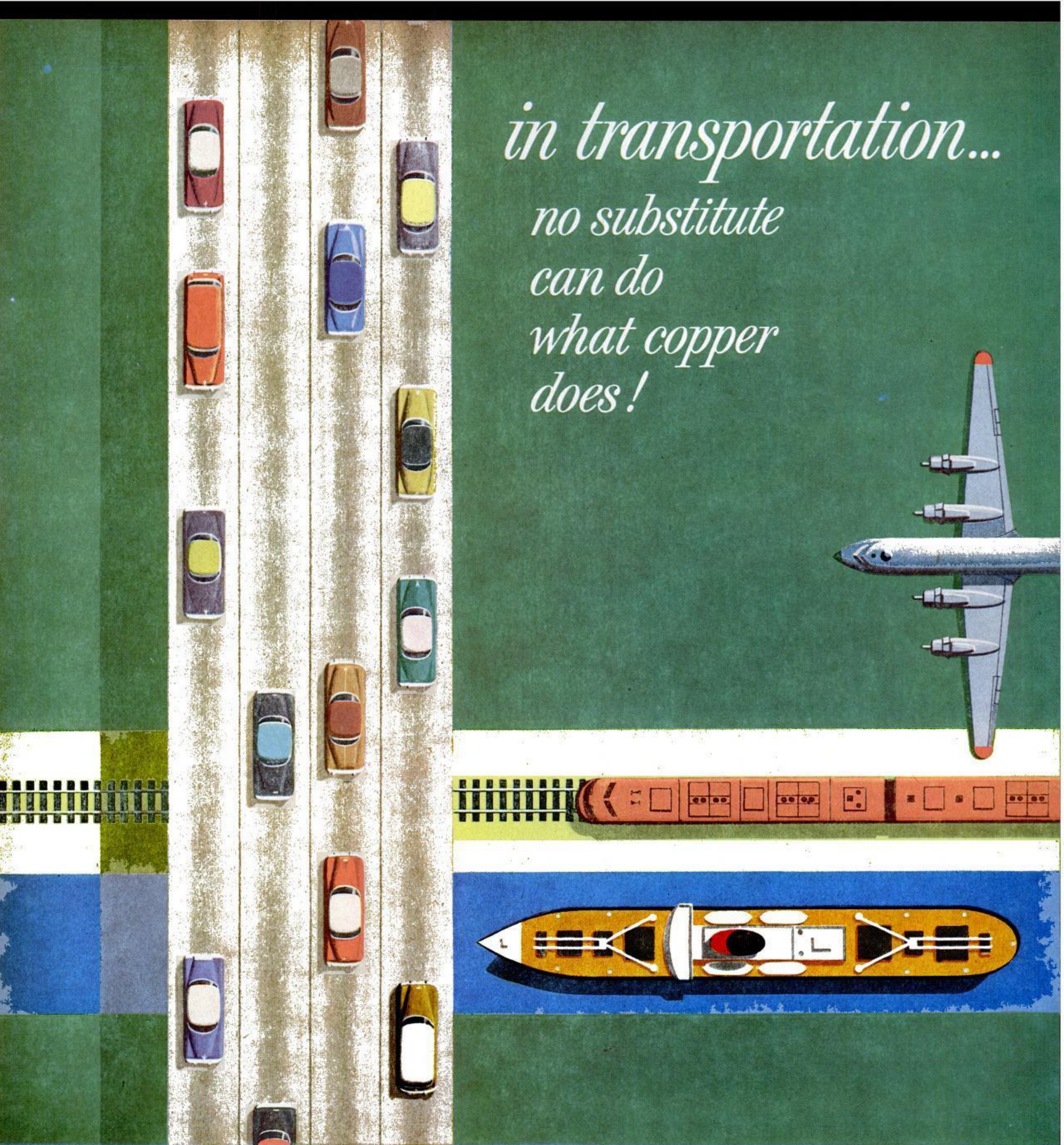


It's amazing the difference Fiberglas makes!

*T. M. Reg. O-CF Corp.

Visit the new Fiberglas Fabrics Shop in New York City. See a selection of the smart new Fiberglas fabrics at 16 East 56th Street, New York City! You are always welcome!

And—for real “inside” information—all the facts about Fiberglas—send for the same booklet being made available to decorators. Free. Write: Dept. 10-I-24, Owens-Corning Fiberglas, Textile Products Div., 598 Madison Ave., N. Y. 22.



*in transportation...
no substitute
can do
what copper
does!*

Copper carries electricity and conducts heat better than any other non-precious metal. None is so easily formed into such variety of intricate parts. No metal combines to so great an extent this supreme "workability" with the enduring properties of resistance to rust, corrosion, and wear. No effective substitute has ever been found with all the qualities of copper and its alloys... in transportation or in scores of other fields!



Kennecott Copper Corporation

Fabricating Subsidiaries: Chase Brass & Copper Co. Kennecott Wire and Cable Co.

IDOL'S IMAGES, lifelike effigies of James Dean in plaster and a plastic called Miracleflesh, are produced at the rate of 300 a week by studios in California.



DELIRIUM OVER DEAD STAR

Moviegoers in morbid craze for the late James Dean insist that he still lives, send him more fan mail than any other actor gets and plead for souvenirs

by EZRA GOODMAN

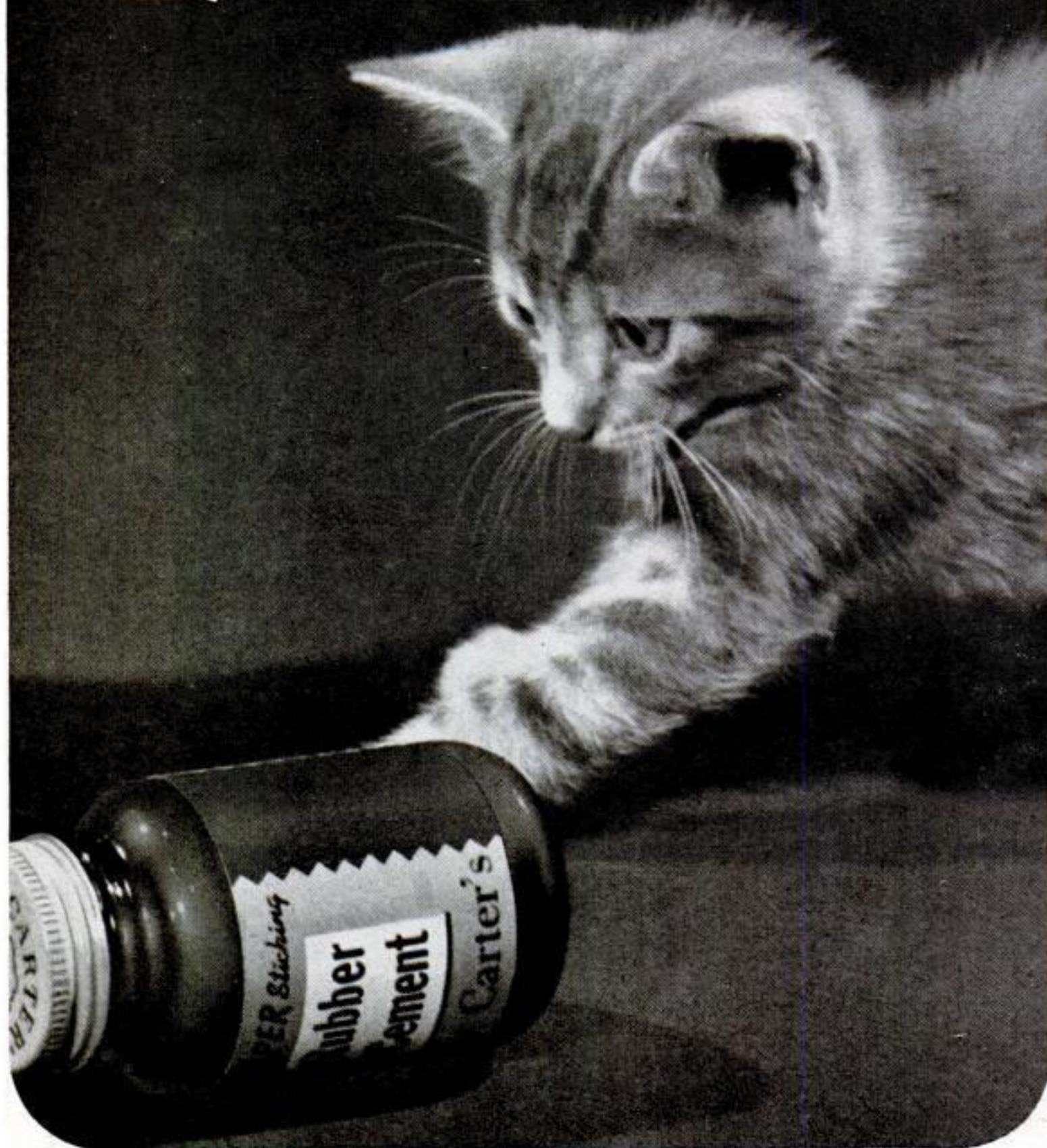
THE U.S. is currently in the throes of a movie fan craze for a dead man that surpasses in fervor and morbidity even the hysterical mass mourning that attended the death of Rudolph Valentino in the dim past of the movies. The object of this posthumous adulation is James Dean (*LIFE*, March 7, 1955) who died at 24 in the wreck of his Porsche sports car a year ago this month.

Today, to the astonishment even of movie publicity men, Dean's popularity ranks him with the very top Hollywood stars, living or dead. Last fall the movie audience poll conducted by the Council of Motion Picture Organizations voted him its award for the best performance of the year by an actor and at least one fan magazine rates him No. 1 in a popularity poll of its readers.

Up to 8,000 fan letters a month are addressed to Dean, more than go to any other Hollywood name these days. Most of the letters are from teen-agers and most contain requests for photographs. A good many letter writers want something that belonged to Dean, from a lock of his hair to a piece of his smashed car. "I was wondering if you would send me a piece of his clothing," pleads one fan, "just a piece, so I will have something. Even if it's just a piece of his hair when he was small. I don't care what you send just as long as it is something."

Thousands of the letter writers doggedly insist that Dean cannot be dead. They speak of "immortality," "reincarnation," "resurrection." There is a widespread theory that Dean did not really die in

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the thinner you spread
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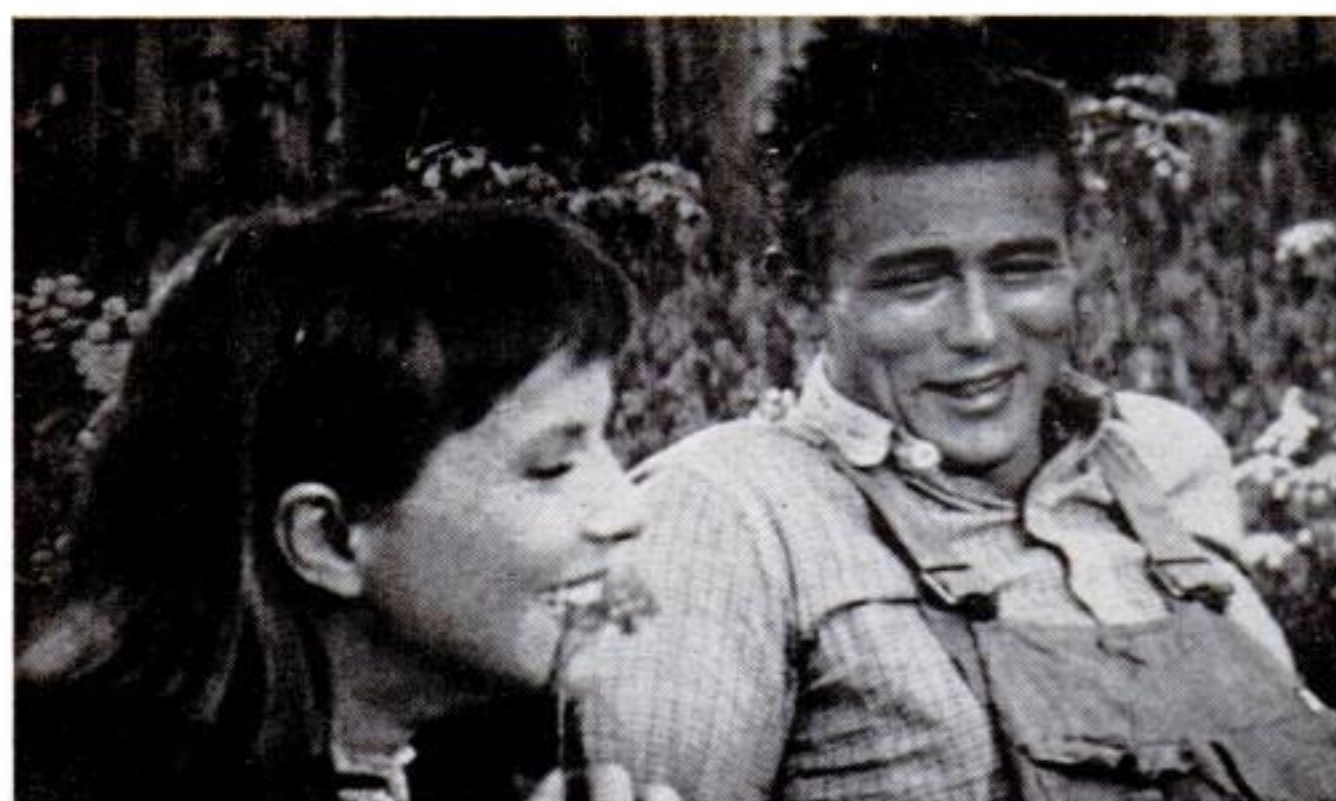


Carter's White Paste. Great for albums and crepe paper work . . . won't stain, shrink or wrinkle.



Since 1858 specialists in Fine products for Office, School, Home and Industry: Carbon Paper; Typewriter Ribbons; Adhesives; Stamp Pads and Inks; Duplicator Supplies; Writing, Drawing and Indelible Inks; Eradicators; Artist Colors; Marking Devices and Inks.

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IN "EAST OF EDEN," his first major role, Dean portrayed a moody, uncertain youngster in love with Julie Harris. The picture made Dean a star, though the critics' opinions of him were mixed. One called him "a clumsy, uncomfortable lad" while others enthusiastically compared him with Marlon Brando.

DEAN CRAZE CONTINUED

the auto crash but was so badly disfigured that he is living out the rest of his life in a sanatorium. This rumor has been spurred on by the fact that Dean was laid to rest in a closed casket and hardly anyone saw the body. Many fan letters address Dean as if he were still alive.

"Jimmy darling," reads one, "I know you are not dead, I know you are just hiding because your face has been disfigured in the crash. Don't hide, Jimmy. Come back. It won't matter to us."

Another fan writes, "When James Dean was killed in that horrible accident, it seemed like a big, black curtain had been drawn in my life. But he will never die, no, not the great James Dean. He can't." And again, "Someday I'll even meet Jim if the Lord wants me to. And I'm sure he won't object. There is only one thing I can't believe—that Jim is dead. I don't know why, but I just can't."

"DON'T SAY HE'S DEAD!" CRY MILLIONS OF FANS" is the only slightly exaggerated headline in one fan magazine. And from another movie magazine, "James Dean is a great star. We use the word 'is' because it is not proper to refer to immortal beings in the past tense—and James Dean is immortal."

Grist for a legend

AT the time of his death Dean had been seen in only one major movie, *East of Eden*, and had completed two more, *Rebel Without a Cause* and *Giant*. But there were already auguries of the cult that was to build up around him.

His death was front-page news. Actress Elizabeth Taylor, who had worked with Dean in *Giant*, was so distraught by the news that she checked into a hospital for several days. An unidentified young feminine fan, upon hearing of the accident, sped to the scene and scooped up some pieces of glass from the demolished Porsche to take home as souvenirs.

Dean's funeral in his home town of Fairmount, Ind., Oct. 8, 1955, attracted more people than the total 2,700 population of the community. The Reverend Xen Harvey delivered a eulogy entitled: "The Life of James Dean—A Drama in Three Acts." It ended with: "The career of James Dean has not ended. It has just begun. And remember, God himself is directing the production."

The Dean legend grew with the release of *Rebel Without a Cause*, a picture about juvenile delinquents. It included a suicidal "chicken run" sequence in which Dean and another youth race their cars to the edge of a cliff.

In both *East of Eden* and *Rebel Without a Cause* Dean was pretty much playing himself: a moody, insecure youth in search of understanding and love. In real life Dean lost his mother when he was 9. At 20 he came to New York, where he did some minor acting before he was cast in the role of the troubled Cal Trask in *East of Eden*.

Away from the camera he was growing up the hard way in a Hollywood where sudden fame had been thrust upon him. "I'm a serious-minded and intense little devil," he told an interviewer in a frank session during this period; "terribly gauche and so tense I don't see how people stay in the same room with me. I know I wouldn't tolerate myself."

He ran around with Maila Nurmi, a dark-haired, bony-faced actress several years older than he, who plays a Charles Addams-like

CONTINUED



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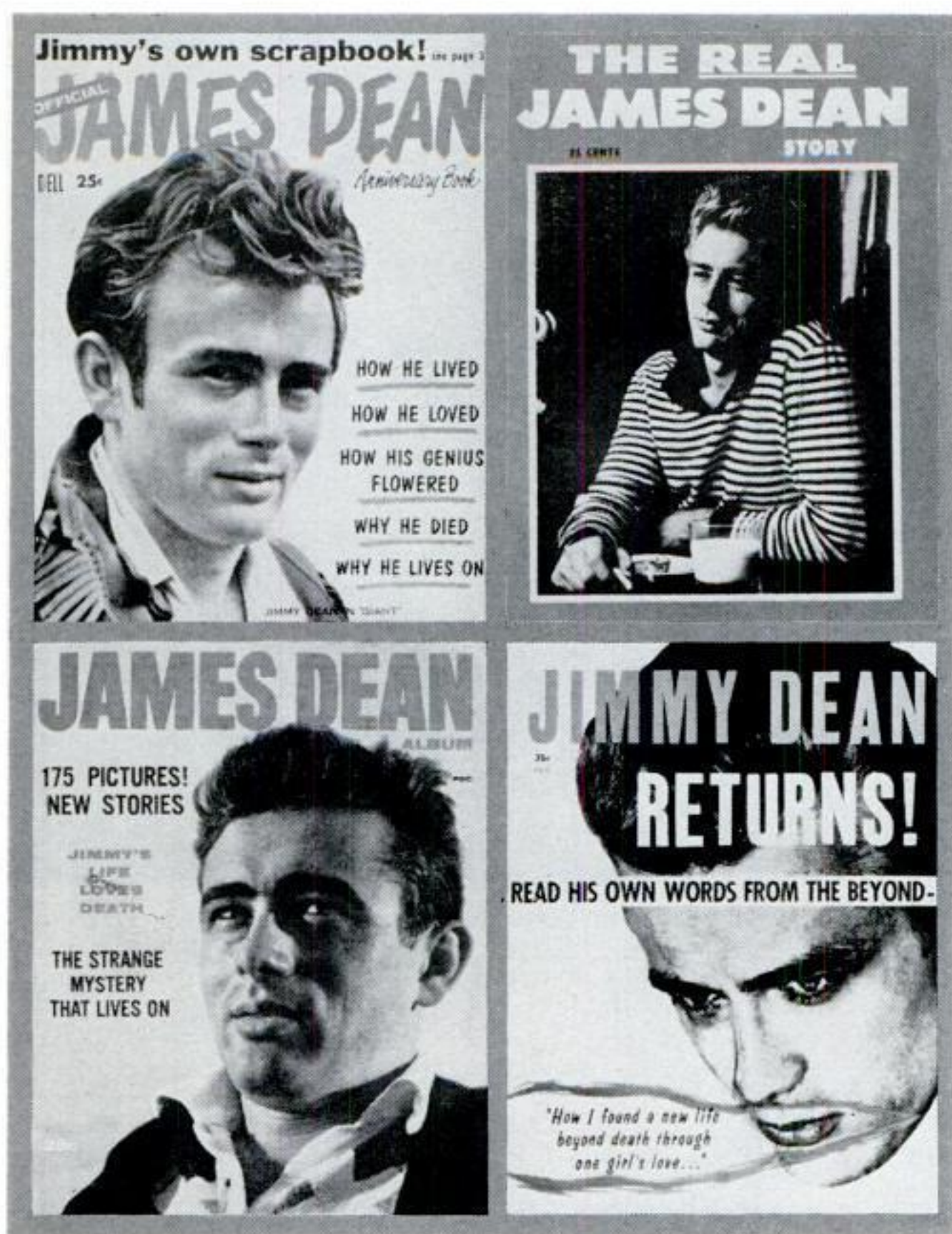
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GOOD things cannot be hurried. Unlike many other gins, Seagram's Gin is given time for natural mellowing before it is bottled. It takes time to mellow the color of Seagram's Gin naturally from white to gold. But more important, time also mellows its taste to a soft, yet appetizing extra-dryness... to incomparable smoothness. Try it on your guests soon... they'll be delighted with Seagram's Golden Gin.



GROWING DEAN LITERATURE now includes single-issue magazines devoted entirely to pictures and stories about him, published by four different firms, as well as dozens of articles in the regular movie magazines. The total sales of the special Dean magazines are approaching the two million mark.

DEAN CRAZE CONTINUED

character named Vampira on television. Dressed in black leather jacket, blue jeans and riding boots, he slouched into the Villa Capri restaurant, his favorite hangout, through the kitchen.

Dean's personality, offscreen and on, struck a tremendously responsive chord. Boys made him their teen-age champion, while adolescent girls reacted with a powerful combination of maternal and other urges. "He sure appeals to me," said a Hollywood starlet whom Dean dated. "I guess that's because I'm the type that likes to take in stray cats and dogs and he reminds me of that." Older men and women wanted to adopt him.

Birth of a cult

IT was only a few days after he finished *Giant* that Dean was killed and it was on that day that the Dean cult was born. With each showing of his movies it has swelled. By now the fan magazines are desperate in their search for new Dean material. Since their subject, alive or not, is not available for interviews, they have interviewed just about everyone about him, from his grandmother in Fairmount to the waiters at the Villa Capri, with an exhaustiveness worthy of research on the Dead Sea Scrolls. Some recent articles on him have included, "Six Unsolved Mysteries of Jimmy Dean's Death"; "The Jimmy Dean I Dated"; "The Man behind the Legend"; "My Friend, Jimmy"; "The Secret Happiness of Jimmy Dean."

Photoplay magazine, which ranks Dean No. 1 in its popularity poll, above such live actors as Rock Hudson and Tony Curtis, is running a three-part story on Dean by William Bast, who claims to have been his "closest and most constant friend." "He was my crazy roommate," rhapsodizes Bast, "moody, unpredictable, not yet sure of what he had, not yet ready for the role destiny had chosen for him."

Unpublished photographs of Dean are at a premium. "Exclusive: Last Unpublished Pictures of Jimmy Dean!" proclaims one fan magazine. Another announces just as decisively: "Exclusive! Jimmy Dean's Last Photos."

Photographer Sanford Roth, an old friend of Dean's who was trailing him in another car the day he died, has been offered large

CONTINUED

BOB HOPE Co-Starring In "THAT CERTAIN FEELING"
A Paramount Picture Filmed in Vista Vision—Color by Technicolor

Bob Hope agrees: **RUBBER-TOP**

America's finest Rug Cushion

by *Allen*

*gives your rugs
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MORE than
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At the right, actual photographs of 2 pieces of carpet, cut from the same roll, tested with the same number of revolutions on a U. S. Bureau of Standards regulation type carpet tester . . . See the difference!

RUBBER-TOP is the most economical protection you can buy for your rugs and carpets. It provides maximum walking comfort along with redoubled life. Sturdy 44 oz. in Terra Cotta Red with patented rubberized waffled top, ribbed rubberized back and shock absorber center.

Also ask your floor covering dealer about Allen **RUBBER-LOC**, America's Luxury Rug Cushion . . . 52 oz. Chlorophyll Green.

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DOUBLES THE LIFE OF
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ARROW UNDERWEAR...
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Most men agree that underwear should be smart as well as comfortable. That's why more and more men prefer Arrow Underwear. They like its trim looks, its wide selections. They find solid masculine comfort in Arrow boxers, tie sides, and French backs—all "Sanforized"-labeled. Shorts, \$1.50 up; Undershirts, \$1.00 up; "T" shirts, \$1.25 up; Guards, \$1.25 up.

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ARROW — first in fashion



LAST FILM ROLE played by Dean was lead in *Giant*. Here Dean's face fills screen in studio where musical score is being worked out by Composer Dimitri Tiomkin (standing), instrumentalists. *Giant* will be released next month.

DEAN CRAZE CONTINUED

sums for the two shots he got of the dead actor in the smashed Porsche. "They will never be released," says Roth. "And nobody will ever see them. It was a ghoulish, horrible sight. I took them for one reason—if there was a question by the insurance companies or police as to who was driving."

Four special single-issue magazines have so far been devoted entirely to Dean: "Jimmy Dean Returns! Read His Own Words from the Beyond"; "James Dean Album—The Strange Mystery That Lives On"; "Official James Dean Anniversary Book—How He Lived, How He Loved, How His Genius Flowered, Why He Died, Why He Lives On" and "The Real James Dean Story." Even the sports car publications have sensed Dean's reader appeal ("James Dean's Last Ride"; "A Great Actor Was on the Road to Becoming a Great Driver When Death Released His Heavy Foot from the Throttle").

Three books about Dean are in the offing, one by his father, another by Nicholas Ray, director of *Rebel Without a Cause*. Several movie versions of Dean's life are contemplated, and Elvis Presley, another teen-age idol, has been mentioned as a candidate for the role of Dean in one of them. But many Dean fans consider Marlon Brando the best actor for the part.

Ballads and bric-a-brac

FOR those who would rather listen than look, there are at least six records, including a "Tribute to James Dean" and music from the scores of his movies. *The Ballad of James Dean* is typical in its lyrics; it ends with,

"Goodbye, my Jamie boy
As they change the scene.
Our voices join together,
Goodbye to you, James Dean."

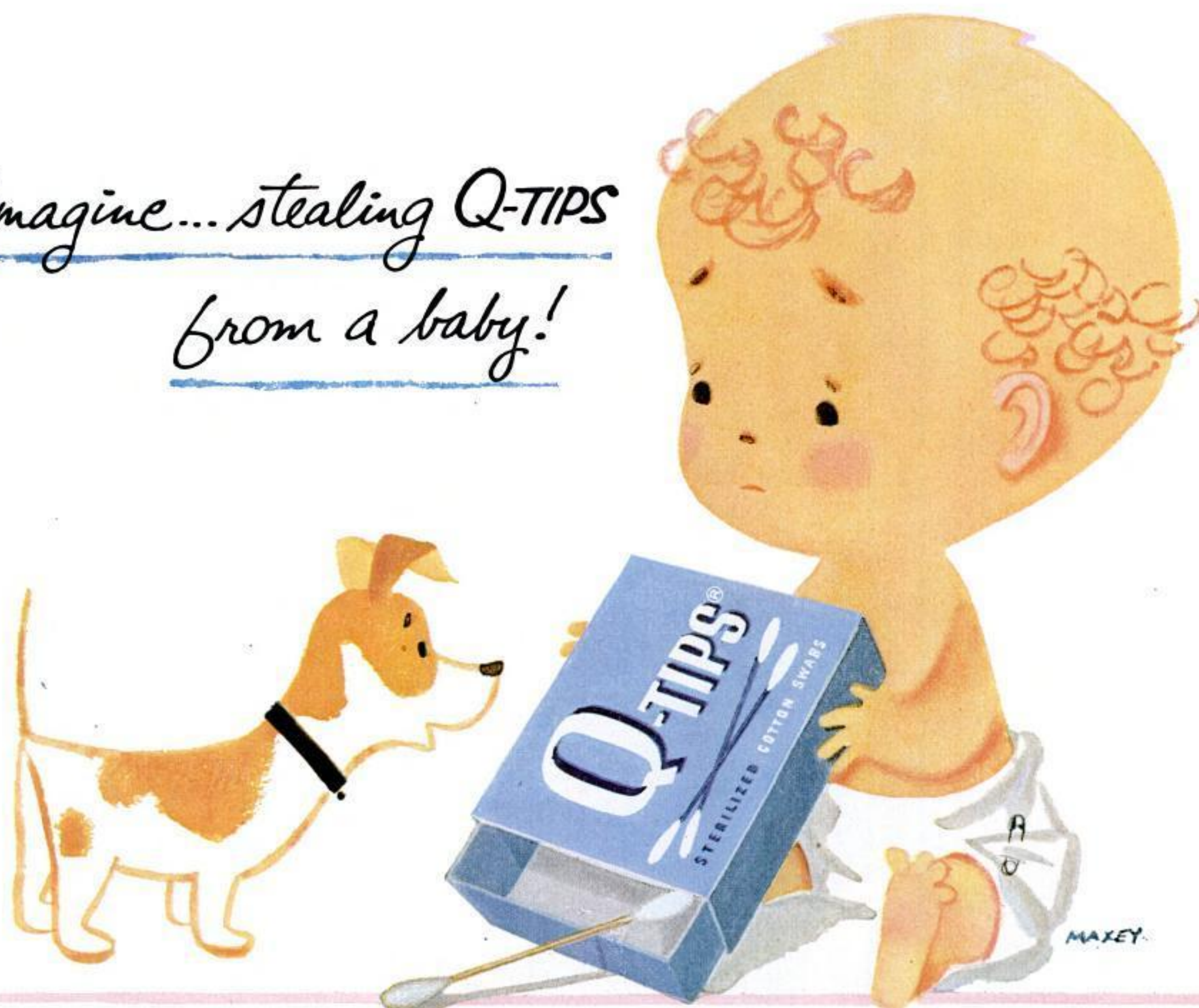
Lovers of the plastic arts can buy three-inch-high cast stone heads of Dean by Hollywood Sculptor Kenneth Kendall, for \$30 apiece. For \$5 Dean fans can get a life-size head of the actor, finished in a plastic that looks and feels something like human flesh. For more restrained as well as more affluent devotees a bronze edition retails for \$150.

The body and serial number plates of Dean's Porsche were stolen soon after the fatal accident and unverifiable rumor has it that the thief, armed with these proofs of ownership, has been profitably peddling old pieces of Porsche aluminum to fans as real Dean auto souvenirs.

There have been hundreds of requests to Dean's studio for the red zippered sport jacket he wore in *Rebel Without a Cause*. The studio refers these writers to Mattson's, a Hollywood store where the original was purchased. As a result Mattson's has had a run on red zippered jackets (price \$22.95).

CONTINUED

Imagine... stealing Q-TIPS
from a baby!



Mother's putting on her make-up the glamorous 'Q-Tips' way.



Injured parties perk up when it's first aid with gentle 'Q-Tips'.



Dad has found the ideal "blotter" for water in the ear!



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Pets get the vet treatment: loving care with 'Q-Tips'.



Debs who dazzle use 'Q-Tips' to polish their jewelry.



Grandpa's touch-ups with 'Q-Tips' hide furniture scars.



Dirt-chasers reach every nook and cranny with 'Q-Tips'!



The whole family's using 'Q-Tips', the original nursery swab. So don't borrow baby's—keep a box in every room. So handy all around the house!



Half of all fatal accidents due to "mechanical failures" on the Pennsylvania Turnpike last year were due to faulty tires.

The entire population of a city the size of Tucson, Arizona, was wiped out in highway and traffic deaths across the country last year.

The dollar cost of all reported accidents was more than 2-billion dollars.

Despite safer cars, better traffic control and huge programs to build more safety into our highways, the toll continues to mount.

The situation calls for whatever any of us can do to improve it.

As a tire manufacturer, I know that tires can be a matter of life and death, in certain emergencies.

That's why I asked our engineers and research people to apply basic research to create a tire that would reduce accidents and save lives.

The new General Dual-90 is the result.

WILLIAM O'NEIL

I told our engineers...

Design a Tire With Two Treads

a tubeless tire so strong and safe it will
reduce accidents and save lives

By WILLIAM O'NEIL, *President*
The General Tire & Rubber Company

The new General Dual-90 is different from any tire anyone has ever seen. It has two treads. But it has a great many other differences that go far beyond mere appearance.

The advanced twin-tread design allowed our engineers to put 28% more rubber into the "shoulder" ribs. With more rubber at the shoulders to share the weight of the car, stability is greatly improved, especially at highway speeds. There is less sway and better control on curves. Cornering is safer and quiet. The better distribution of more

rubber also gives a smoother ride and improved mileage.

The tremendous body strength of the Dual-90 is the result of General's exclusive Nygen Cord. This is the strongest cord material known and, pound for pound, is stronger than steel cables.

Because of its high-mileage characteristics—extreme toughness combined with elasticity—General's Hi-Density Rubber, as used in the Dual-90 treads, applies a "squeegee" type of gripping action to the

road, for quick, safe stops, whenever the brakes are applied.

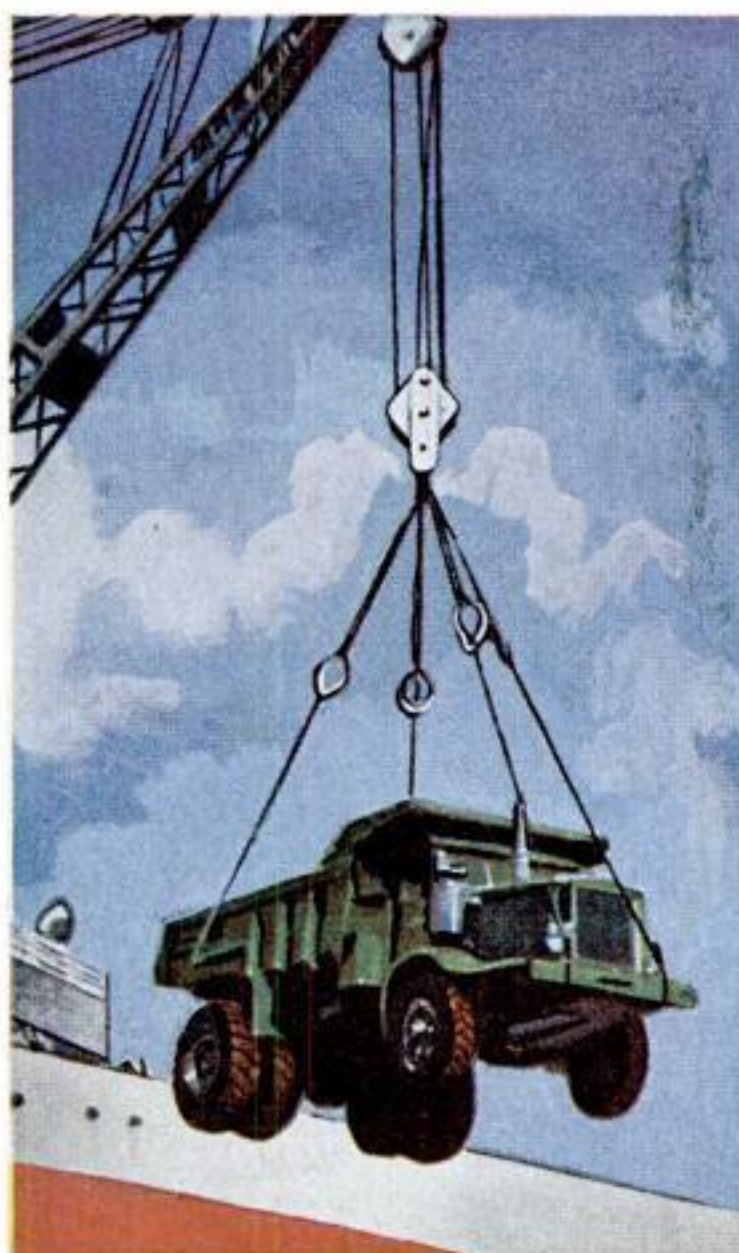
These are just some of the highlights of this entirely new concept of a modern, accident-prevention tire.

The Dual-90 is so advanced and so unusual, I believe you will be interested in seeing it. On behalf of The General Tire Distributor in your community, I invite you to do so.

GENERAL DUAL 90



NO FLATS FROM PUNCTURES. Not merely "puncture-resistant", the Dual-90 permanently seals as it rolls. When the puncturing object is removed, no repair is needed. Safer, more convenient, especially in traffic and at night.



NYGEN CORD is the safest, most indestructible tire cord known. Pound for pound, stronger than steel cables, Nygen Cord is a General Tire exclusive. Here, a set of General Nygen Tires lifts a 16-ton truck.



QUICKER STOPS. When brakes are applied, twin-treads "squeegee" instantly. "Wind-shield wiper" action-traction goes to work across entire width of both treads, from the extreme edges of the massive shoulder ribs.



NEW CARS gain distinctive beauty. Multi-prism sidewalls, with curb scuff-guards, add permanent beauty to any car. Available at your Dealer's in 14-inch sizes for the new cars and in sizes for your present car.

**THE
GENERAL
TIRE**

GOES A LONG WAY
TO MAKE FRIENDS

● Try this little trick next time you open a new bottle of Heinz Ketchup. Tilt it slightly and tap the neck of the bottle with your fingers to help the rich, thick ketchup pour out more easily. Then for a delicious *cooking* trick, stir some ketchup into a beef stew or gravy while it's simmering. You'll see why *everybody* these days is cooking with Heinz Ketchup!

Easy-going trick makes plain food great!



● **Ketchup-Meringue Topping for Meat Pie**—Heat oven to 350° F. (moderate). Add 1/8 tsp. salt and 1/4 tsp. cream of tartar to 2 egg whites. Beat until stiff. Fold in 1/4 cup Heinz Ketchup. Spoon over top of 4 hot individual meat pies. Bake 10 min. or until golden brown.

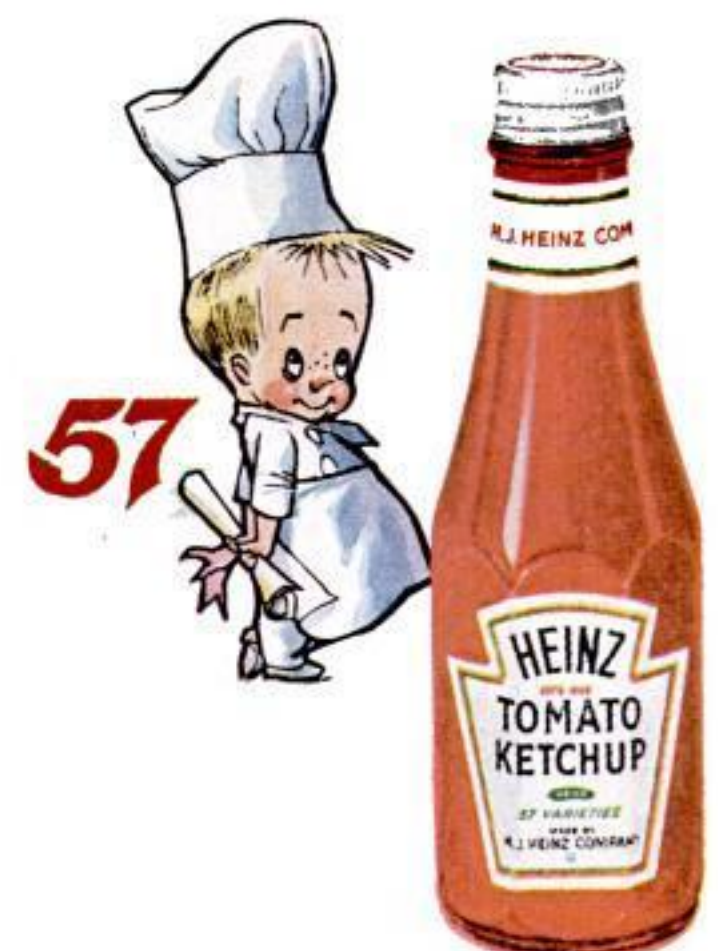
● **Ham Loaf with Apricot-Tomato Sauce**—Heat oven to 350° F. (moderate). Combine 1 lb. ground lean ham, 1/3 cup chopped green pepper, 1 cup soft bread crumbs, 1 egg, 1/8 tsp. ground cloves, 1/2 tsp. salt, 1/8 tsp. pepper. Mix. Form loaf. Place in shallow pan. Add sauce of 1 cup apricot nectar, 1/4 cup drained crushed pineapple, 1/2 tsp. lemon juice, 1/2 cup Heinz Ketchup. Bake 1 hour, basting often. (Serves 6.)



Everyday dishes get plenty of praise—when you add the world's favorite flavor to your cooking.

SIMPLE FOODS are simply *scrumptious* zested up with Heinz Ketchup! That's why so many clever homemakers are cooking with Heinz Ketchup. And it's a *thrifty* as well as a delicious cooking trick. For this exciting blend of Heinz pedigreed tomatoes, fine Heinz Vinegar and fragrant spices is so extra rich and thick it *goes further*. It adds a million-dollar flavor to plain dishes. Have a bottle of better-tasting Heinz Ketchup on the table, too!

You know it's good because it's Heinz!



WATCH HEINZ "STUDIO 57" AND "CAPTAIN GALLANT OF THE FOREIGN LEGION" EVERY WEEK ON TV



CUSTODIAN OF MEMENTOS Actor Nick Adams sits in his carefully guarded home with Dean items that he keeps in steel strongbox. They include tape recordings, scrapbook, hat that Dean gave Adams, phone book from town where *Giant* was filmed, woodcarving made by a convict serving a life sentence.

DEAN CRAZE CONTINUED

Just about anyone who ever had a nodding acquaintance with Dean is still subjected to a barrage of mail, telephone calls and sometimes personal visits from his fans. Julie Harris, who appeared with Dean in *East of Eden*, says that she gets letters asking her "what it felt like to be kissed by Jimmy Dean." Lili Kardell, a Hollywood starlet who went out with Dean, receives letters "wanting me to explain what our relationship was. My goodness, I couldn't possibly do that." But, "We were very, very close," she adds proudly.

Shortly after a scandal magazine ran an article accusing Vampira of causing Dean's death by "black magic" because he rejected her, the actress made some personal appearances at Los Angeles theaters. She says, "Jimmy's fans called out to me: 'Did you kill James Dean?' I didn't answer them." Vampira claims that she is in frequent communication with Dean "through the veil. Mostly he comes to me through the radio." It is, in fact, possible for fans to get Hollywood spiritualists to put them in touch with the ectoplasmic Dean for a couple of dollars.

George Stevens, director of *Giant*, has received letters ominously warning him not to cut out as much as one single frame of Dean from the film. "It's absolutely weird fan mail," says Stevens, "the most uncomfortable stuff I've ever read." When Photographer Sanford Roth was in Tokyo recently, a Japanese bobby-soxer wrote him five times that she had to see him. "She gave me a little packet with a poem in Japanese in it to put on Jimmy's grave," Roth says.

'Send the wallpaper'

THE young actors who appeared with Dean in *Rebel Without a Cause* get bags of letters from fans "wanting to know all about Dean." Nick Adams says, "A lot of them ask me to write the governor of Indiana and the President of the United States to set aside a Jimmy Dean day and to go to the Academy Award people and see that Jimmy gets an Oscar. Some of the letters say they know I was at his funeral and did I actually see Jimmy? If you don't answer the letters, you can't sleep nights, they're such pleading letters. They ask me for anything Jimmy had, anything he came in contact with. They say, 'Send me anything Jimmy touched. If he touched a wall, send a piece of the wallpaper.'"

Adams found it impossible to answer all these letters personally. "So I wrote an article in a fan magazine addressed to all of Jimmy's fans. When the story came out, my mail went up 200 letters a week with more questions. I wrote another article. Now my mail's getting more. Some of them say they haven't been able to eat or sleep since Jimmy died. That's a year!"

Adams' worries are not only epistolary. He has a number of possessions that belonged to Dean, among them a scrapbook ("There's

CONTINUED



Anita Ekberg
co-starring in "War and Peace"
a Paramount presentation of a
Ponti-De-Laurentiis production
in VistaVision, Color by Technicolor

IF YOU WEAR MAKE-UP TO ATTRACT MEN READ THIS!

"I'm a man, and I know what kind of make-up men like to see on their women. I hate to see a woman's face masked with a coating that is obviously artificial. Her make-up should bring out and improve her own natural beauty. It should seem to blend with her own complexion."

"In my work at the studios, I have to make many lovely women even more attractive to men, and I know what I'm talking about when it comes to liquid make-up."

The best I've used is the new TRU-GLO, with PENELITE added for skin-nourishment. Try TRU-GLO the next time you need make-up. You will find that it blends wonderfully with your complexion and adds considerably to your own personal loveliness."

Sincerely,
WALLY WESTMORE
Head of Make-Up
Paramount Studios



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NEW

Tru-Glo
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the new magic ingredient that nourishes your skin as it beautifies.
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The Scotch with Character

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DEAN'S GRAVE in Fairmount, Ind. cemetery attracts up to 500 visitors a day, mostly teen-aged girls but with many middle-aged women among them.

DEAN CRAZE CONTINUED

a clip about ways for a boy to get a dog and a poem about a lonely boy"), a tape recording of a chat Dean had with his grandfather on a visit to Fairmount, and "lots of scarves, shirts and belts." A female admirer of Dean's offered to buy some of these, but Adams refused to part with them. "One night, she tried to break into my house. I called the cops and they took her off. Another time she came back and pasted little signs all over my door. She put a burning wax triangle on my door and a wax doll with the head burned off and arms and legs because I didn't give her the stuff."

Now, as a result of the visits from the lady with the wax doll, Adams says, "I sleep with a loaded .32 automatic and a .45 automatic in my house. I keep all the stuff hidden in a big strong steel box locked in the attic. And I have police protection—the cops check my house eight to 10 times a day."

Blades of grass and a bed

THERE are, however, practically no Dean fan clubs because, as a Hollywood publicist explains, "Fan clubs usually have the participation of the principals." There is a James Dean Memorial Foundation, founded by civic leaders in Fairmount, dedicated to perpetuating Dean's memory and to helping young actors. The foundation gets up to 1,000 letters a week, most of them asking questions about its work or offering aid. Some letters contain money for flowers for Dean's grave and some ask for items like a blade of grass or a piece of sod from the grave. As many as 500 fans have visited the Fairmount cemetery in one day, and the grave is constantly piled high with floral offerings. Fans also drop in on Marcus Winslow, Dean's uncle, and send him letters asking for mementos. One fan wanted Dean's bed.

A bizarre death-wish theme runs through the Dean legend. The actor, according to some of his fans, had a mystic premonition of his end. They recall that he once told an interviewer who asked him whether sports car racing was dangerous, "What better way to die? It's fast and clean and you go out in a blaze of glory." And they point out that he liked to make a noose out of a lariat and stick his head into it; he had a noose hanging in his living room.

George Stevens, understandably concerned about the effect the publicity may have on the soon-to-be-released *Giant*, decries all this as "morbid nonsense." "Jimmy had no will to die," he says. "He was very much planning for the future. They're trying to make a Bridey Murphy out of him. While he was living, he provoked a little of it. He was a boy with a wonderful sense of the theater. All this encourages other young people, particularly young actors, to behave eccentrically. They saw it paid off for Jimmy. It leads young actors to believe they have spectral as well as earthly qualities."

Stevens has a simple explanation for the adulation of Dean: "Here was a boy just on the rise. He'd hardly broken water, flashing into the air like a trout. A few more films and the fans wouldn't have been so bereft. He shortly would have dimmed his luster. This first



These nimble-fingered girls in a Western Electric factory are wiring one of many complex units behind your telephone that help make your long distance service faster than ever.

How your voice gets there...*faster!*

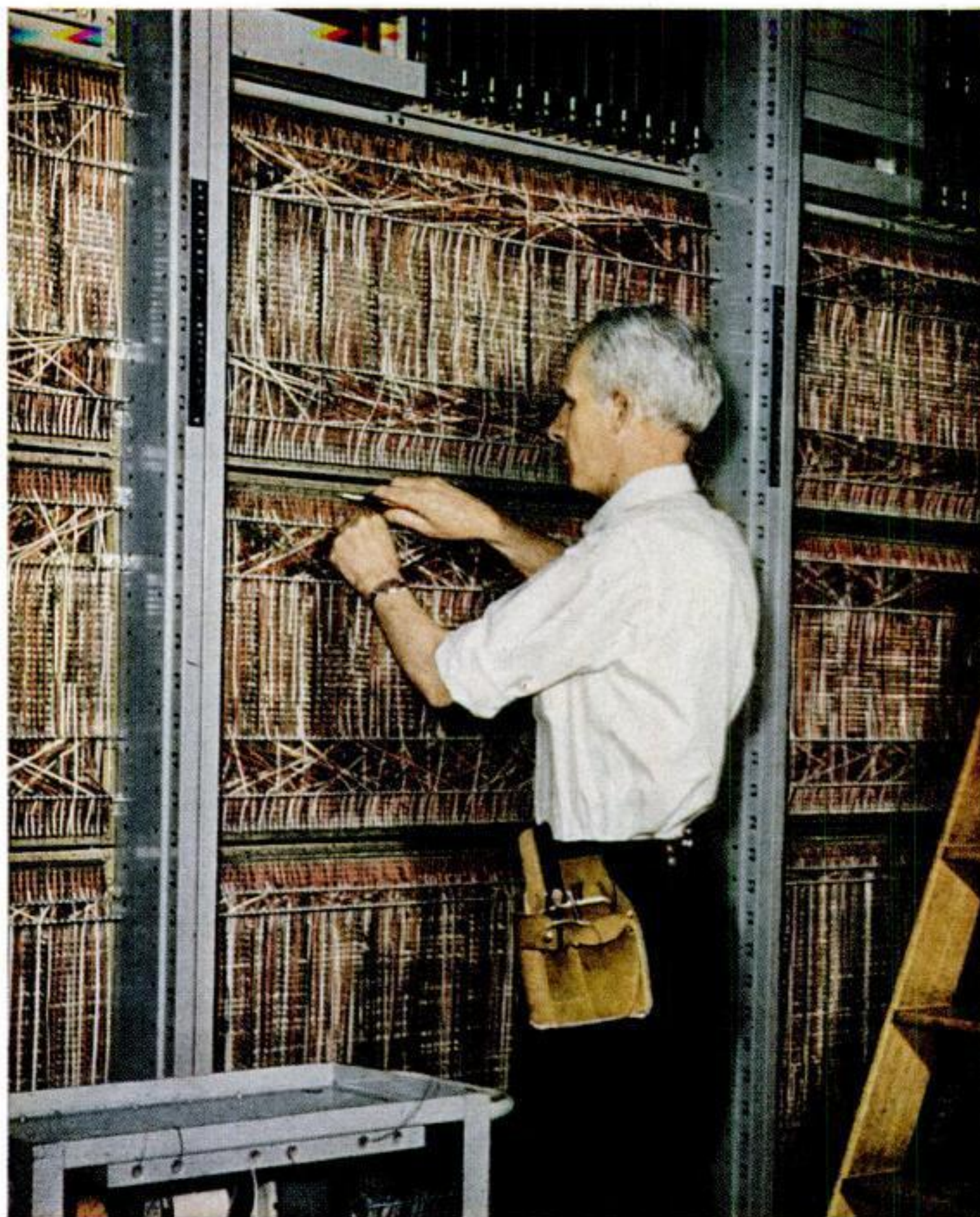


Perhaps you're familiar with color telephones, light-up dial telephones and similar conveniences. Western Electric makes them so you may have more satisfactory telephone service.

Well, here's something we produce you've probably never seen before. It's switching equipment that makes your telephone service more convenient because telephone calls go through faster.

This equipment enables a growing number of operators to dial direct to any one of millions of telephones from coast to coast. Already, over 60% of long distance calls are handled this way . . . and in many places Bell telephone users themselves can dial long distance calls direct. The vast amount of equipment needed is being added to constantly. All of it is built, installed and thoroughly tested by Western Electric before it goes into your service.

All along the line Western Electric has a hand in making your Bell telephone service better, more convenient, more satisfactory . . . and that means greater value for you.



Here you see a final check being made of dial switching equipment in a central office. Western Electric makes and installs this equipment for your Bell telephone company.

These long distance operators simply push a few buttons to make calls direct to telephones in distant cities without help from operators along the way. Fast? — and how!



Western Electric

MANUFACTURING AND SUPPLY



UNIT OF THE BELL SYSTEM

**IF YOU'VE NEVER
HAD A PIN-CURL PERMANENT**
...here's why you ought to try

PIN-IT



**JUST SIMPLE PIN CURLS
YOU CAN DO YOURSELF!**

A Pin-It permanent is almost as easy as putting your hair up at night! You need no hard curlers. Just put your hair up in pin curls and apply Pin-It's Waving Lotion. Later, rinse and let your hair dry naturally.



**PLEASANTEST LOTION
POSSIBLE TODAY!**

Pin-It is wonderfully different! You can tell the minute you open the bottle. It contains absolutely no ammonia! And Pin-It's exclusive Waving Lotion is easy on your hair, so you can use it more often.



**A PERMANENT AND
A SET IN ONE STEP!**

Pin-It is self-neutralizing, eliminates messy dabbing, dripping with a separate neutralizer! And with Pin-It, there's no resetting needed! When you brush out your permanent, it's all set in the style you want!



**SO SOFT AND LOVELY
RIGHT FROM THE START!**

Pin-It is especially designed for today's look in hair styles. It's soft as a pin-curl set, never tight or kinky. For a wave that's soft and lovely from the very first day, and lasts weeks and weeks, try Pin-It!

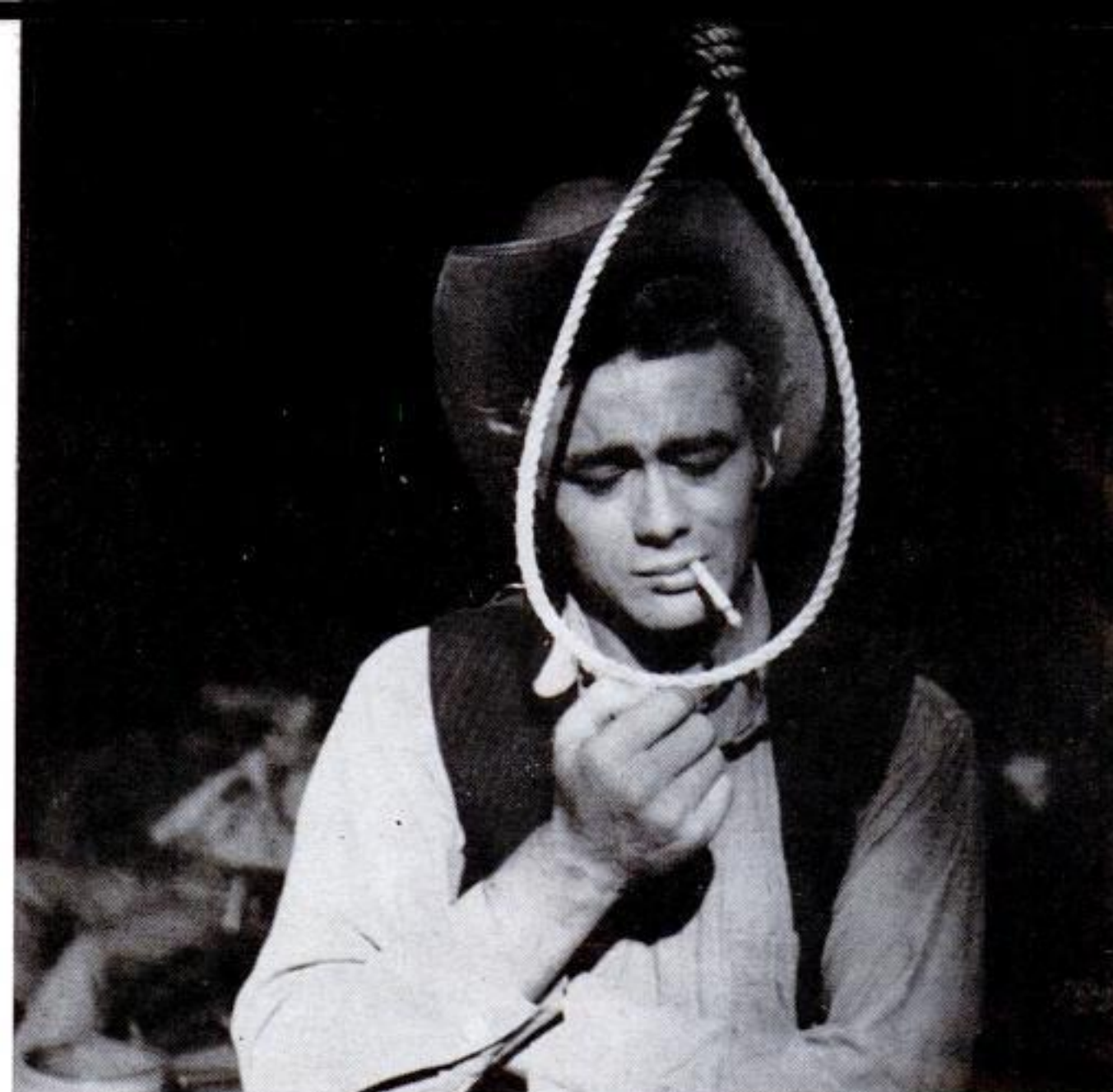
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*the loveliest...
the easiest wave
you ever had!*

PIN-IT
PIN-CURL PERMANENT
for that soft pin-up wave

Be a Pin-up Girl
with the Pin-up Curl!

PIN-IT BY PROCTER & GAMBLE... \$1.50 PLUS TAX



FAVORITE STUNT was performed by Dean on the set of *Giant* a few days before his death. He made noose from lariat, drew it tight around his neck.

DEAN CRAZE CONTINUED

bright phase would have become an ordinary light and not produced this kind of thing."

According to Lew Bracker, a young insurance man who was one of Dean's closest friends, "If Jimmy were here and saw what was going on, he'd die all over again without the accident. It's mass hysteria. Somebody has paralyzed the whole country. It's a creepy, almost a sick thing. It's something in Jimmy the teen-agers saw, maybe themselves. Everybody mirrored themselves in Jimmy's fame and Jimmy's death."

With the release of *Giant* the Dean craze is not likely to abate. In this film Dean portrays a ruthless, self-made oil tycoon who comes to a bad end. It is a switch from his previous roles and the studio was worried about audience reaction, but Dean fans have been ferreting out previews of the picture to offer wild applause to their hero. Meanwhile *East of Eden* and *Rebel Without a Cause*, double-billed as "two great James Dean hits!" have been doing S.R.O. business in limited engagements in California. Dean fans go again and again, undoubtedly impelled by the knowledge that there will be no more Dean movies after *Giant*. Warners is already planning to reissue *Rebel Without a Cause* nationally next year.

What would Dean have made of all this hullabaloo? A wary, suspicious loner, he was markedly averse to publicity during his lifetime. "He was embarrassed by fame," says a Hollywood publicist. "He really wanted to be left alone." A close friend says sadly, "Here Jimmy was so lonely and uncared for during his life. It's strange that so many people want to be his friends today."

Humphrey Bogart takes another, more seasoned, more professional and less sentimental view of the Dean phenomenon. "He died at just the right time," Bogart says. "If he had lived, he'd never have been able to live up to his publicity."



LAST PICTURE of Dean alive was taken Sept. 30, 1955 by Sanford Roth as actor (at wheel), mechanic Rolf Wuetherich set off in Porsche for fatal trip.

Wonderful Day! Putting the finishing touches on the new home



Three new decorative fabrics, woven of rayon, cotton, and metallic thread, fashioned for modern living by Burlington

The very fabric of a home—

Burlington Decorative Fabrics make any room more beautiful

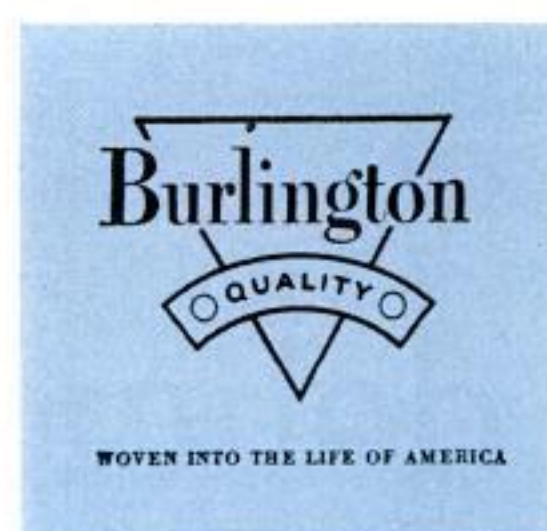
Months of planning, house-hunting, window-shopping . . . and now at last their "dream house" is a reality, and a home.

The draperies they chose are made of Burlington's gold-flecked *Lusterglo* . . . smartly bulky, yet let sunlight shimmer through . . . come in twenty colors.

Plymouth, a pebbly new Burlington bouclé texture, is the covering for the chairs . . . the divan is in richly patterned

Duramo. Like all Burlington Decorative Fabrics, these upholstery materials are loomed for long wearability, come in many colors, and wear modest price tags.

Burlington Decorative Fabrics come in ready-made draperies, on fine upholstered furniture, and by the yard. Look for the famous Burlington triangle, hallmark of quality, backed by Burlington—world's largest producer of fabrics and hosiery.

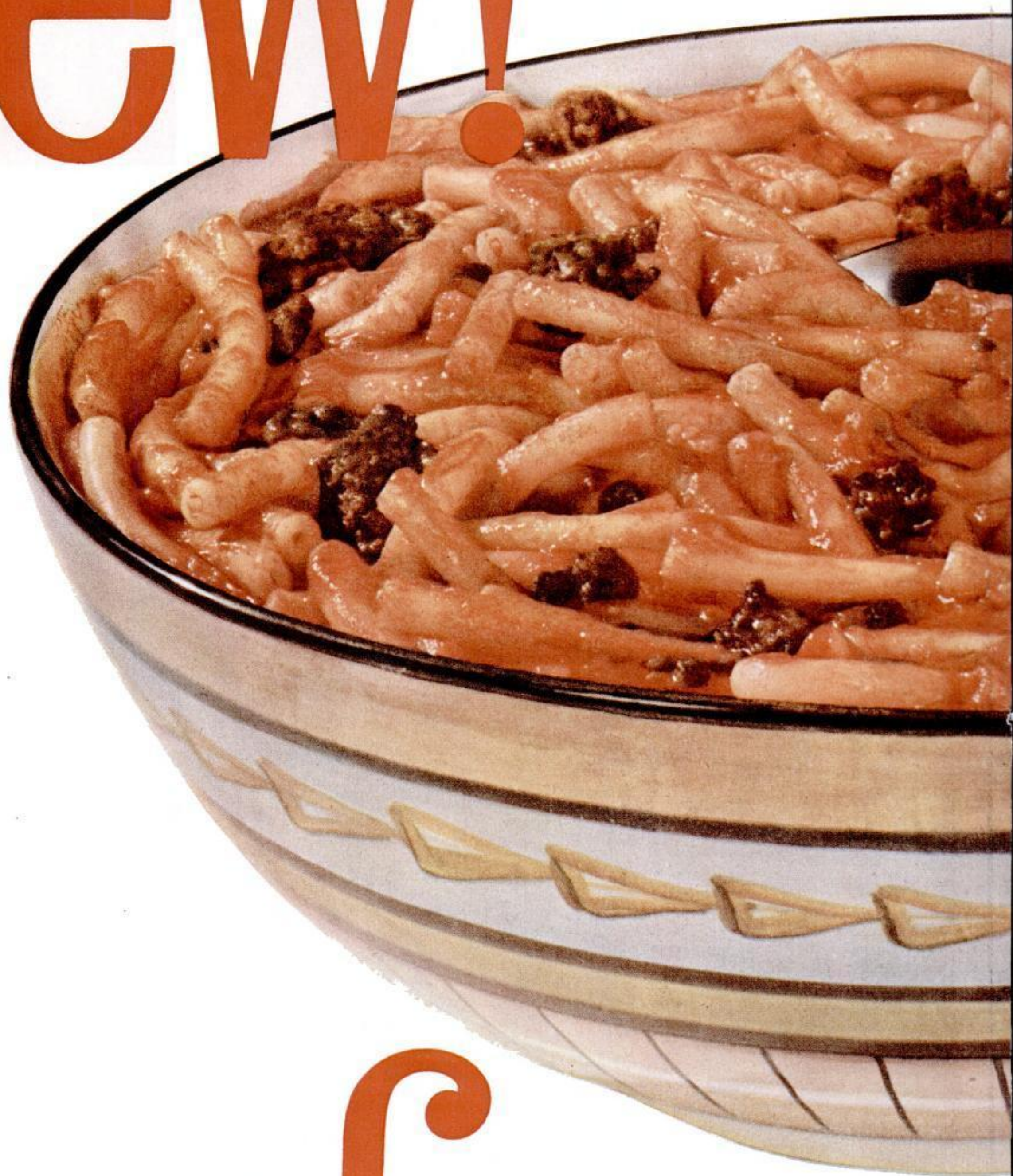


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new taste! new treat!



Lots of rich, juicy, browned beef!
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All in a tantalizing tomato sauce
...slowly simmered with
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Mmmm, what savory flavor...
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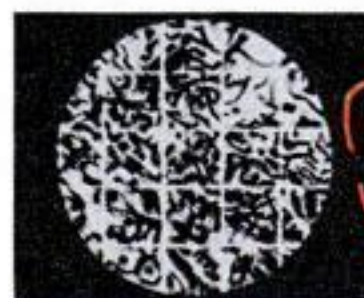
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Here's why so many people use

ONLY GLEEM—*the toothpaste for people who can't brush after every meal*



JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria



MOUTH BACTERIA, THE
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ONE GLEEM BRUSHING
DESTROYS UP TO
90% OF THESE BACTERIA.

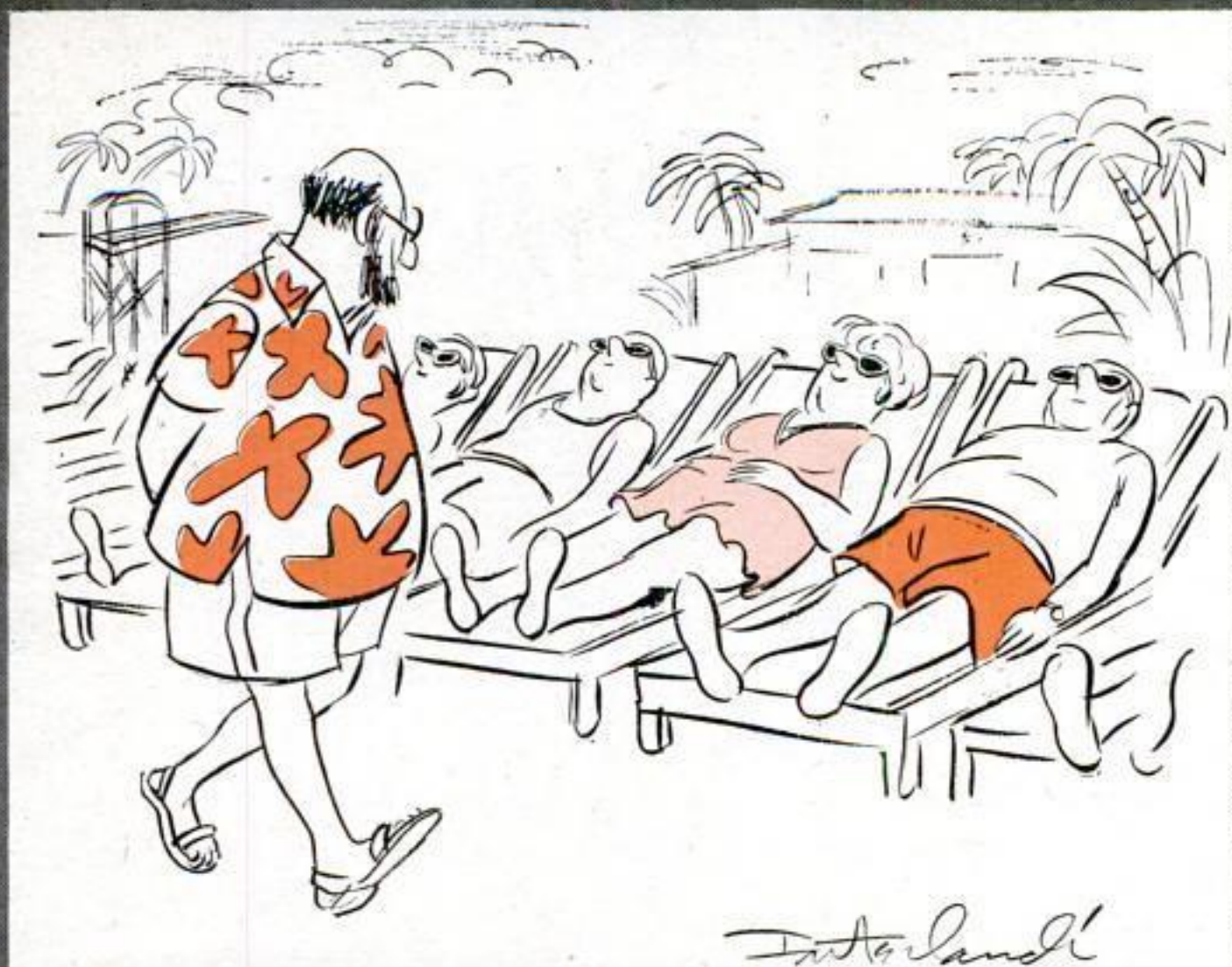
How many of us can always take time to brush after meals, even though it's best? Then use Gleem, the toothpaste that meets this modern problem. Just *one* Gleem brushing destroys most bacteria. That's how Gleem with exclusive GL-70 gives added resistance to decay . . . and protects most people against mouth odor *all day*. And Gleem's flavor is so wonderful it's easy to get youngsters to brush regularly with Gleem. That's why so many families use only Gleem—it's the toothpaste for people who can't brush after every meal.

Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Start *your* day with Gleem.

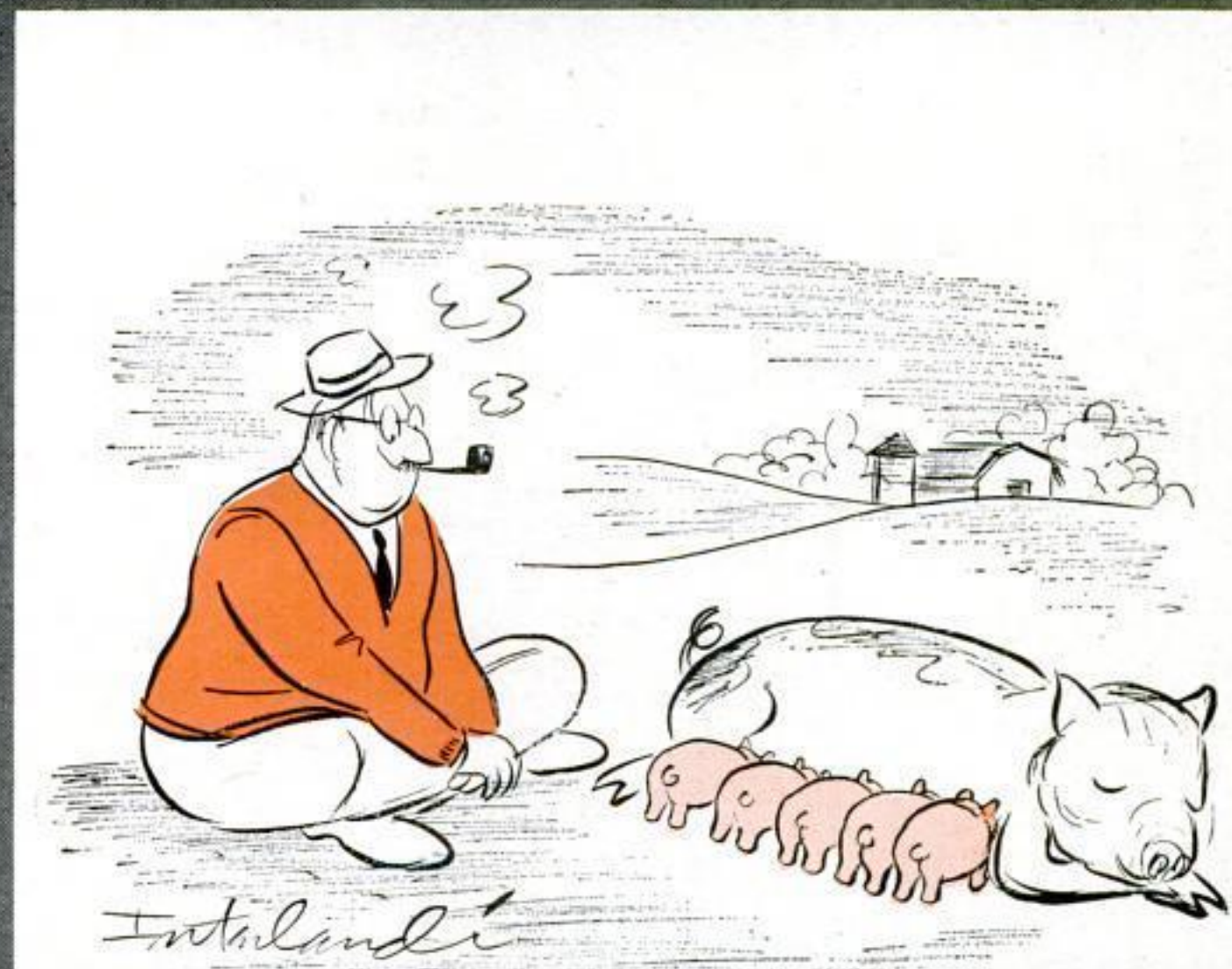


*"I can't brush after every meal
so I DEPEND ON GLEEM!"*





PSYCHIATRIST



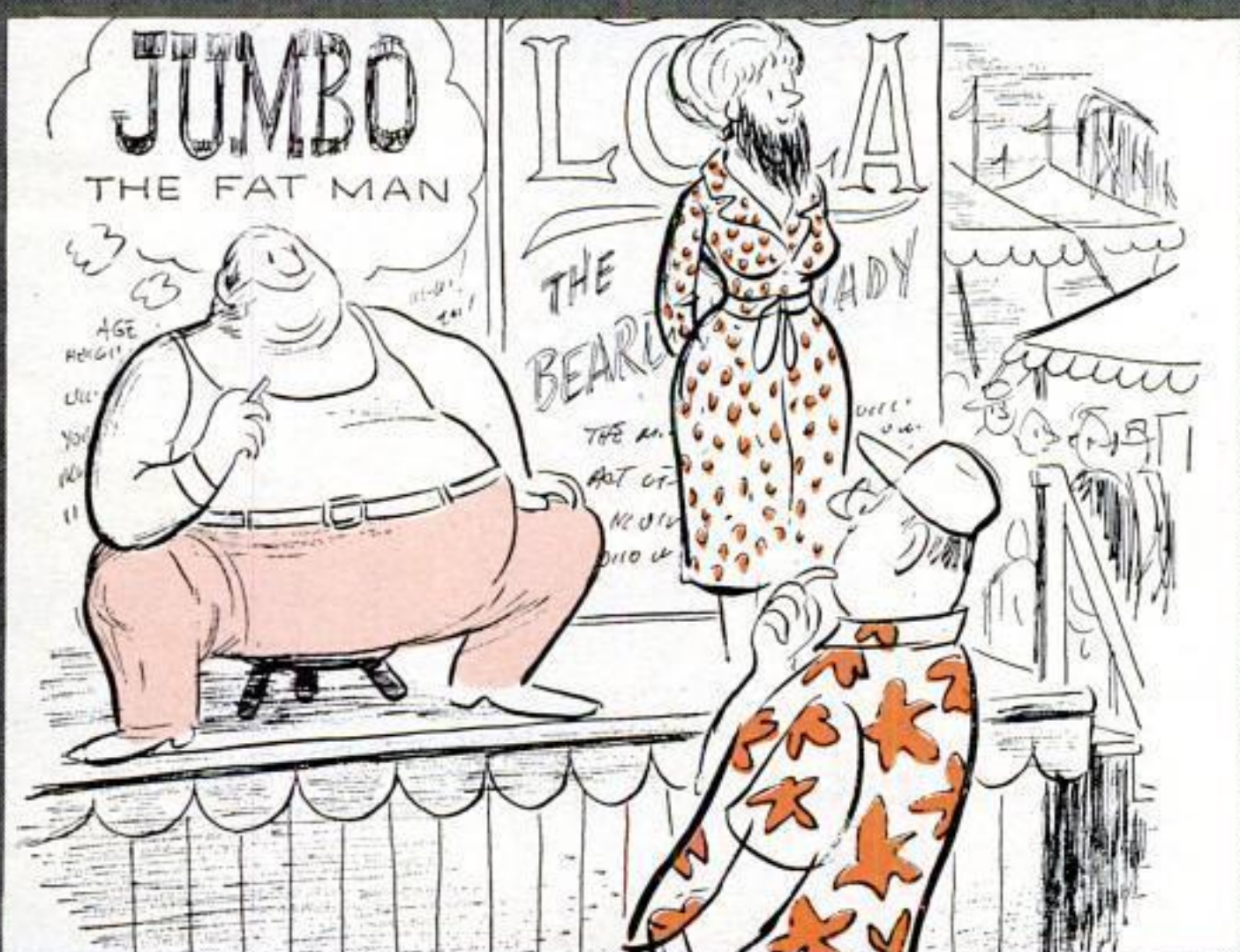
PEDIATRICIAN



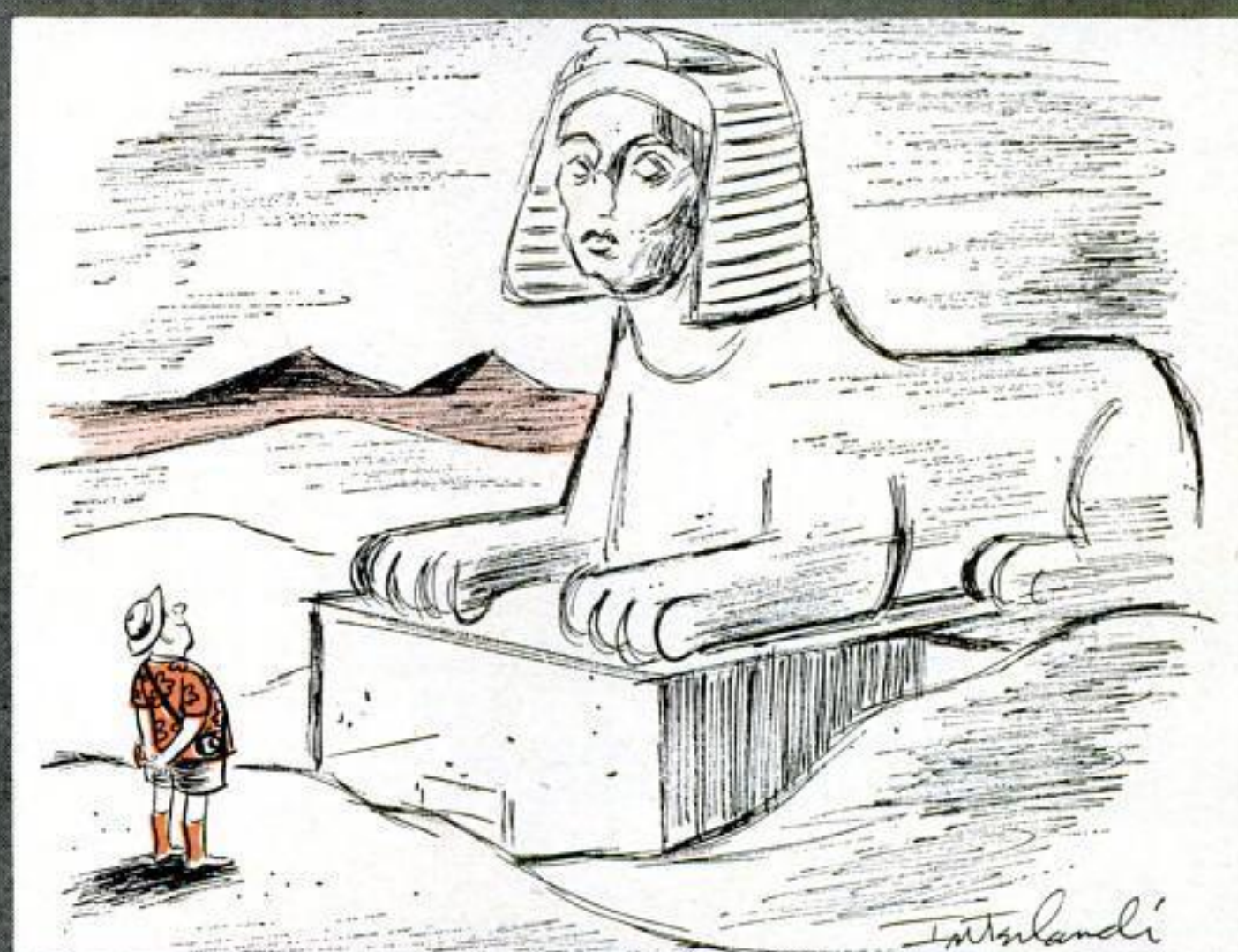
ANESTHESIOLOGIST



UROLOGIST



ENDOCRINOLOGIST

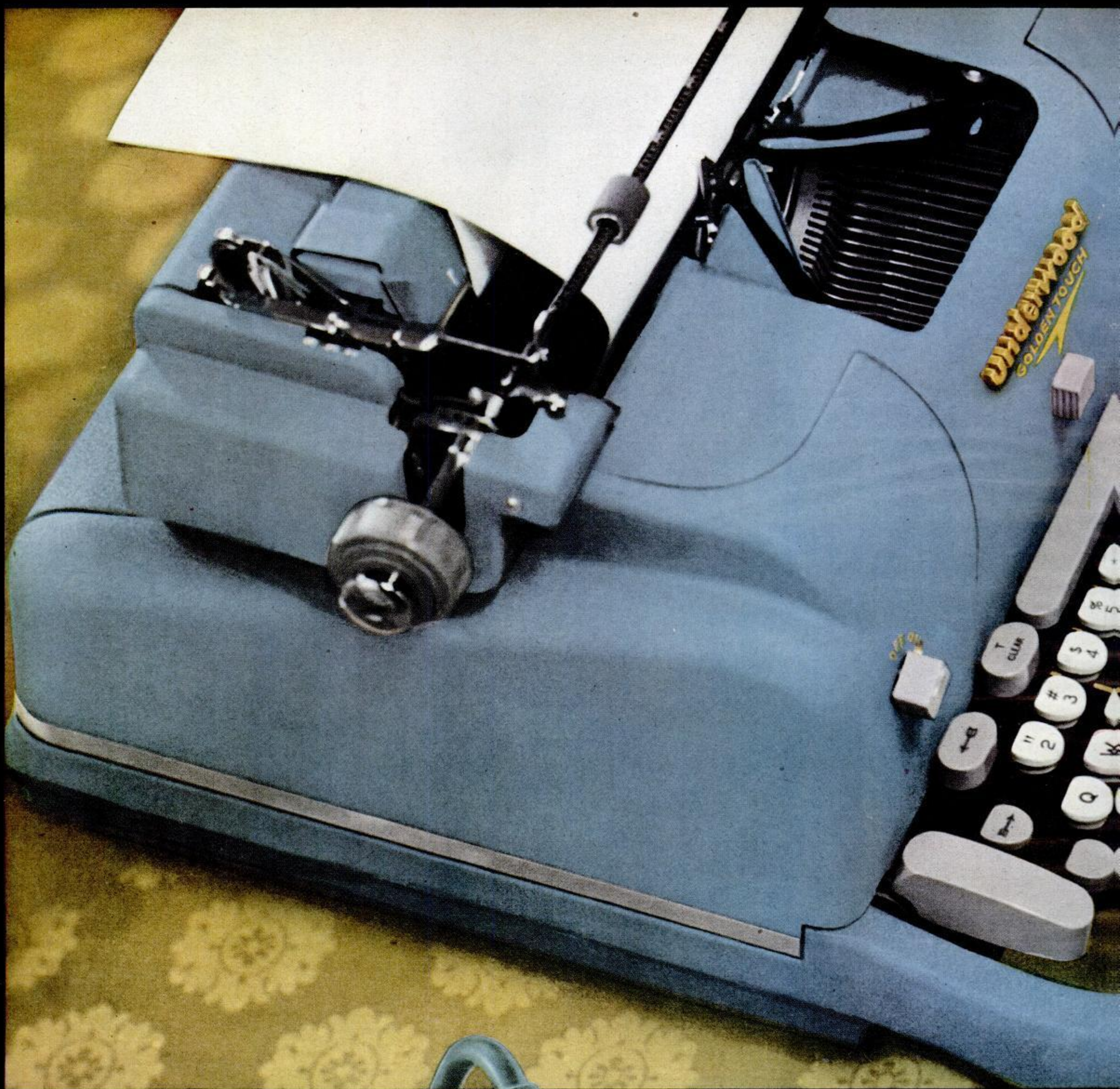


PLASTIC SURGEON

Busmen's Holiday, Medical Style

With the world of American medical men increasingly peopled by experts with specialized interests, a cartoonist named Phil Interlandi and a medical public relations consultant named Bill Tobitt have been wondering how these specialists spend their vacations. This is the pair who in cartoons entitled "Is Your Halo on Straight?" (LIFE,


Sept. 19, 1955) pointed out pitfalls that lie in wait for physicians who forget medical ethics. In their current caricatures, Tobitt and Interlandi find that—from the psychiatrist who can't get away from the couch to the plastic man who spots a needed nose job on a very old face—the conscientious medical specialist is never able to forget his work.



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such Golden Ease,
such speed,
such print-perfect results**

Now, The New Golden Age of Golden Touch! Suddenly (as though you'd put on "magic gloves") your hands have exciting new precision with glorious, new typing ease. Only Underwood knows how to make electricity work so skillfully . . . to give you Golden Touch Typing no other kind of typewriter can match.

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Personalized Type Styles for distinguished Print-Perfect letters

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"How I
use
Murine
for tired
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Lilly Dache
Fashion and
beauty authority

"I'm always on the lookout for any good idea", says Lilly, who's famous for her fashion ideas. "Murine is wonderful! So refreshing when my eyes feel tired or dull." Why don't you latch onto this pleasant and helpful idea? Get a bottle of gentle Murine—use a couple of drops in each eye any time you want your eyes to feel soothed and refreshed—quick as a wink.

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for your eyes*



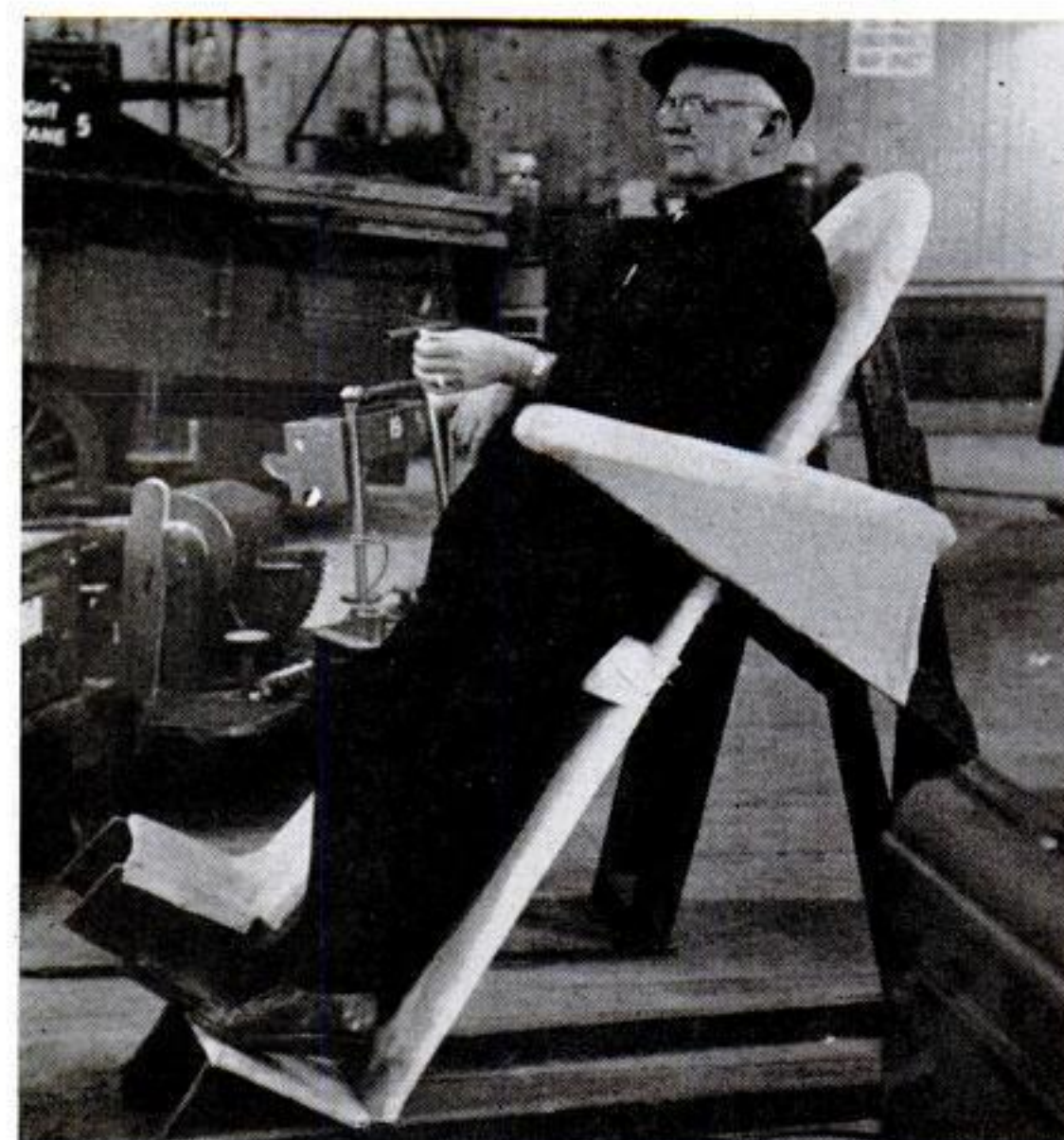
The Murine Co. Inc., Chicago, U.S.A.
*Trademarks Reg. U. S. Pat. Off.



EIGHT UNMUSSED MISSES, actresses June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller,

Joan Blondell, Agnes Moorehead and Barbara Jo Allen, take elegant ease on boards while waiting for their next scene.

AN UNRUMPLED REST IN RUFFLES



A major problem in movie-making is how to keep the actresses happy on the set during the long hours when electricians and other technicians are testing lights and moving cameras about. Stand-ins are one solution. But they are no help once the actresses are dressed in silks, brocades and ruffles which cannot be rumpled. Here a standard solution is to build leaning chairs on which elaborately caparisoned actresses can rest between scenes without being wrinkled, crinkled or crumpled.

The result sometimes is delightful scenery like that above of eight actresses who play the principal roles in MGM's *The Opposite Sex*, a not-too-close adaptation of Clare Boothe Luce's bright and bitter comedy. *The Women*. To the all-women cast of *The Women* as presented on Broadway in 1936 and filmed in 1939, MGM is adding color, a big wide screen, music and men.

WEARY STUDIO WORKER uses a board designed for the actresses while watching the actresses act.

New...
case to
keyboard!

Now—like wearing
“Magic Gloves”—
Golden Touch
typing

now... *Golden Touch* portables

Golden Touch Keys —
lightest, most responsive touch
in Portable history!

Golden Touch Margin-Setters —
fast-as-lightning speed with
Underwood precision!

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works from normal typing position;
ends tiring hand-stretch!

They're here! New 1957 Models;
the totally new Underwood Portables with
exclusive Golden Touch and two-tone glamour!
Sleek, streamlined looks with stable, big-machine
efficiency — that's your Golden Touch Portable.

Exclusive 2-Tone Sports-Car Colors
in young, lively combinations of Horizon Blue
with Dawn Grey; Sea-Foam Green with Pine;
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case that looks like expensive luggage.

Small down payment—easy long-range terms.



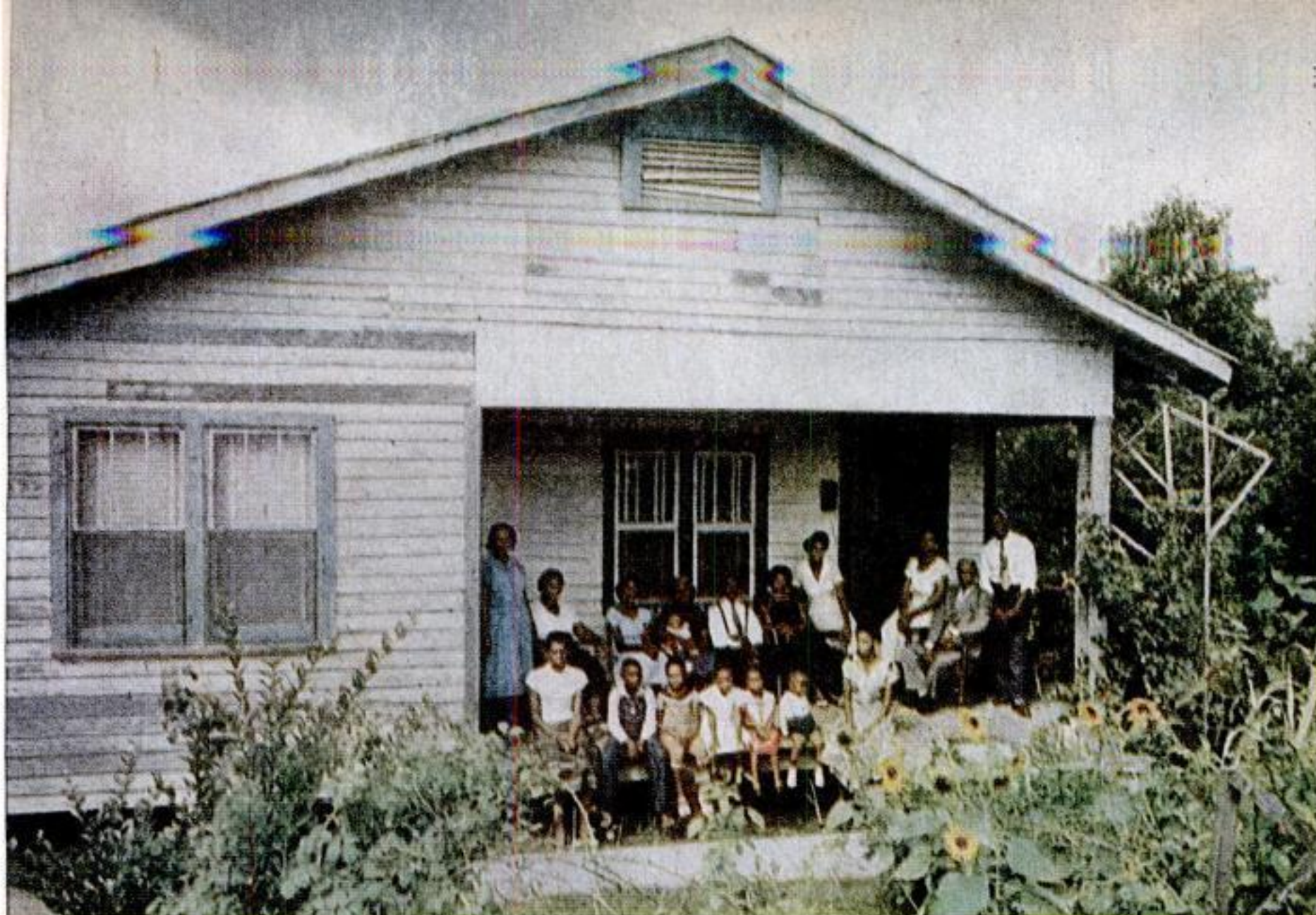
Budget Model
in two-tone Yosemite
Blue. Before taxes, only **74⁹⁵**

underwood ...the only portables with *Golden Touch*



MR. AND MRS. ALBERT THORNTON, married in 1906, sit beneath a picture made shortly after their marriage by splicing two earlier photographs made in 1903. The old picture shows them at 29 and 17; now they are 82 and 70.

IN HIS BACKYARD Albert Thornton moves his Jersey cows to a new grazing spot. He also raises vegetables and chickens to augment his income from Social Security, from which he and his wife together draw a total of about \$120 a month. →



ON SUNDAY 18 FAMILY MEMBERS REPRESENTING FOUR GENERATIONS GATHER ON THORNTONS' PORCH

THE RESTRAINTS: OPEN AND HIDDEN

Both are seen in the study of one Negro family

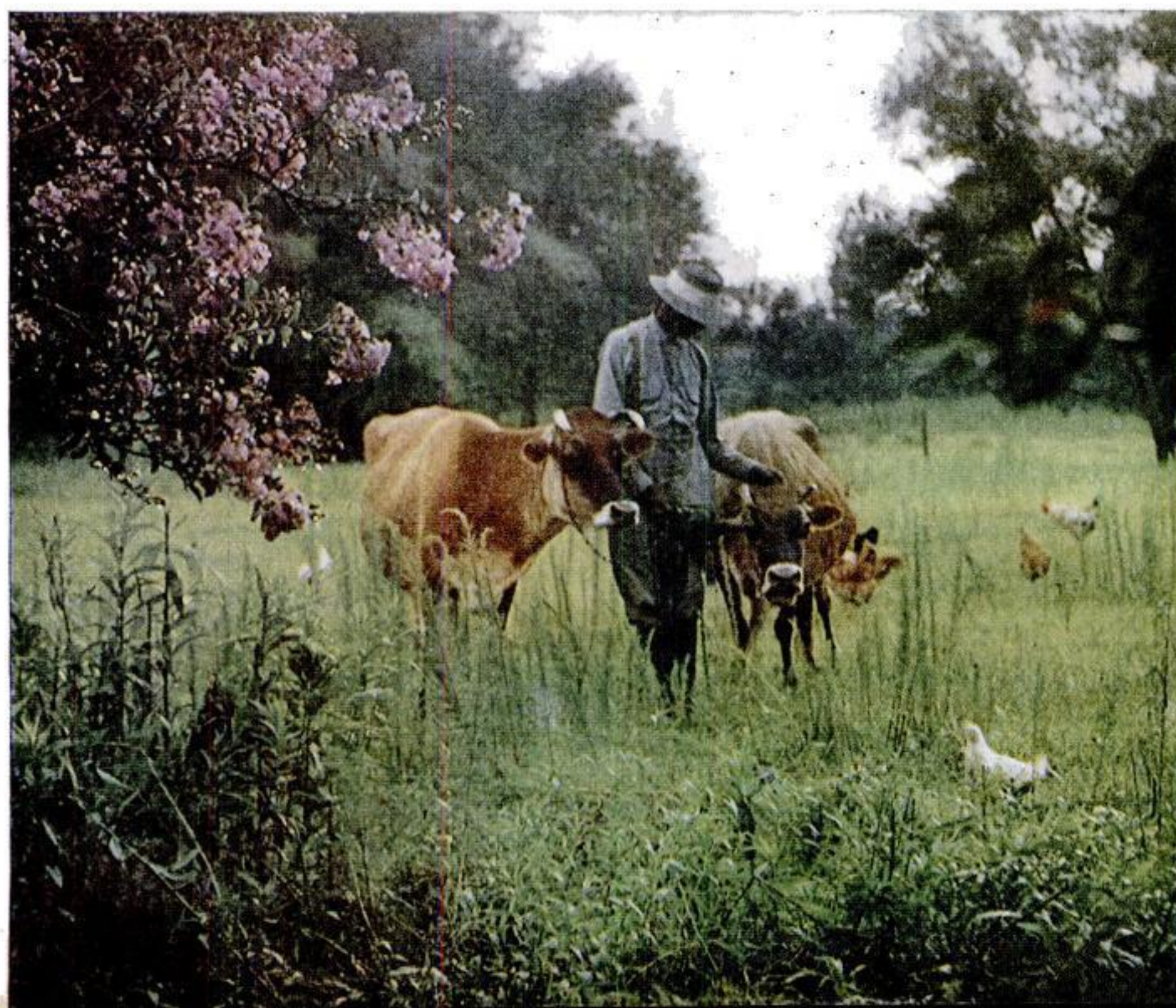
Text by ROBERT WALLACE Photographed for LIFE by GORDON PARKS

At the center of the storm over segregation stand the 10 million Negroes of the South. Since 1865 the Negro has seen his lot improve, then worsen, then in recent years grow slightly better again. But he is still surrounded by restraints. His attitude toward these restraints is simple enough: he wants them removed.

How these restraints affect the Negro can be seen in a study of some members of one family—that of Mr. and Mrs. Albert Thornton Sr. (*opposite page*) of Mobile, Ala. The Thorntons have nine children and 19 grandchildren. Among them may be found various occupations—mechanic, farmer, teacher and college

professor—in localities ranging north to Nashville, Tenn. The effect of the restraints, in pride, education, job opportunity, recreation and housing are shown on the following pages. In the matter of housing many white Southerners are as badly off as the Negroes, but have one great advantage: if they can, they may move wherever they please. Negroes may move only to another segregated neighborhood.

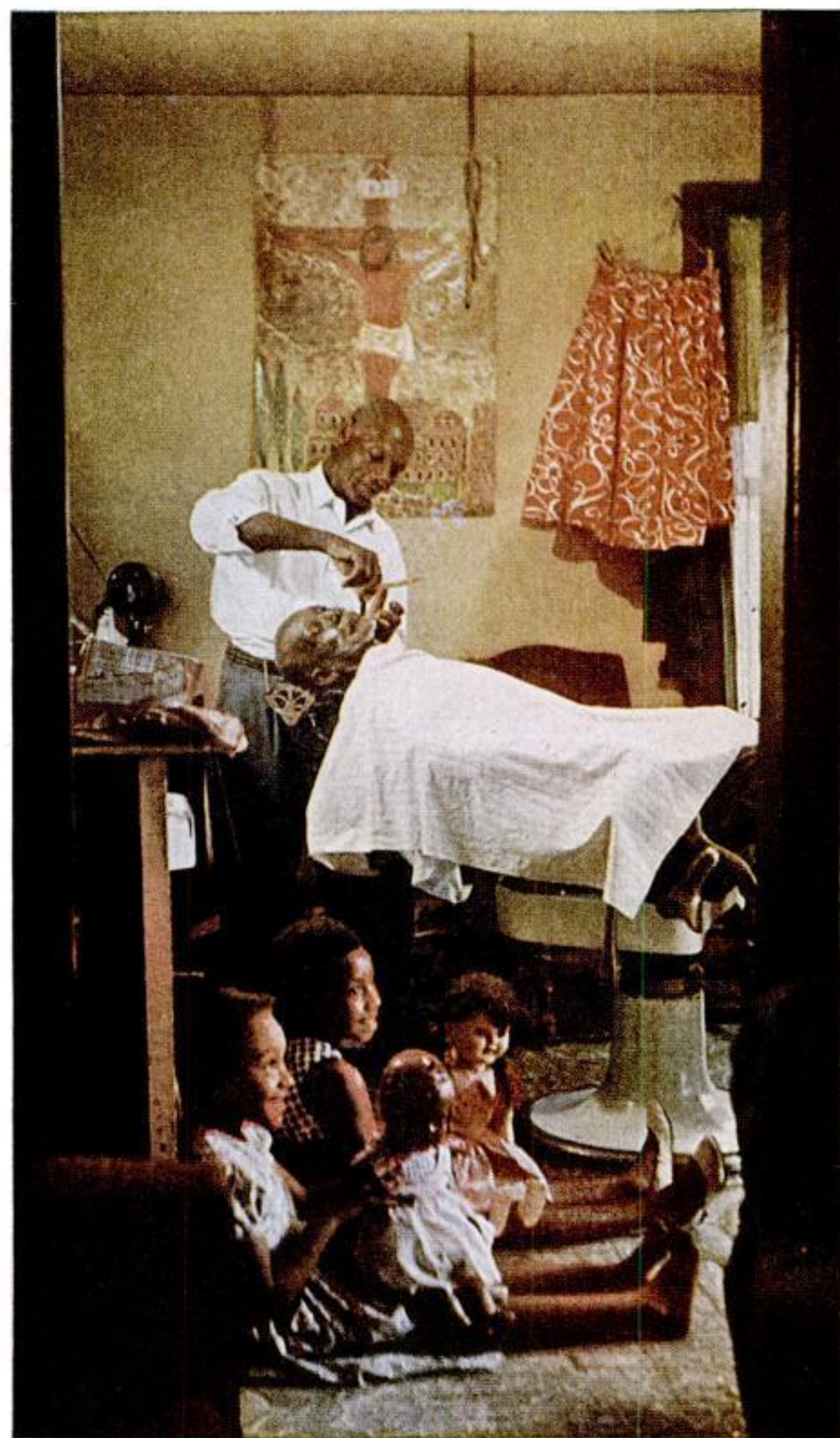
Although the Thorntons are thoughtful and, in private, articulate, they do not make many direct statements about segregation. This is because they face yet another restraint—the constant fear of publicly speaking their minds.



PART IV BACKGROUND OF SEGREGATION



WITH A GREAT-GRANDCHILD, Mrs. Thornton sits solemnly on her porch. Passive, illiterate and devout, she hopes new laws will end segregation.



IN HOME BARBERSHOP Thornton is shaved by adopted son Aaron. Granddaughter (*foreground*) tore hair from Negro doll "to see how it would look."

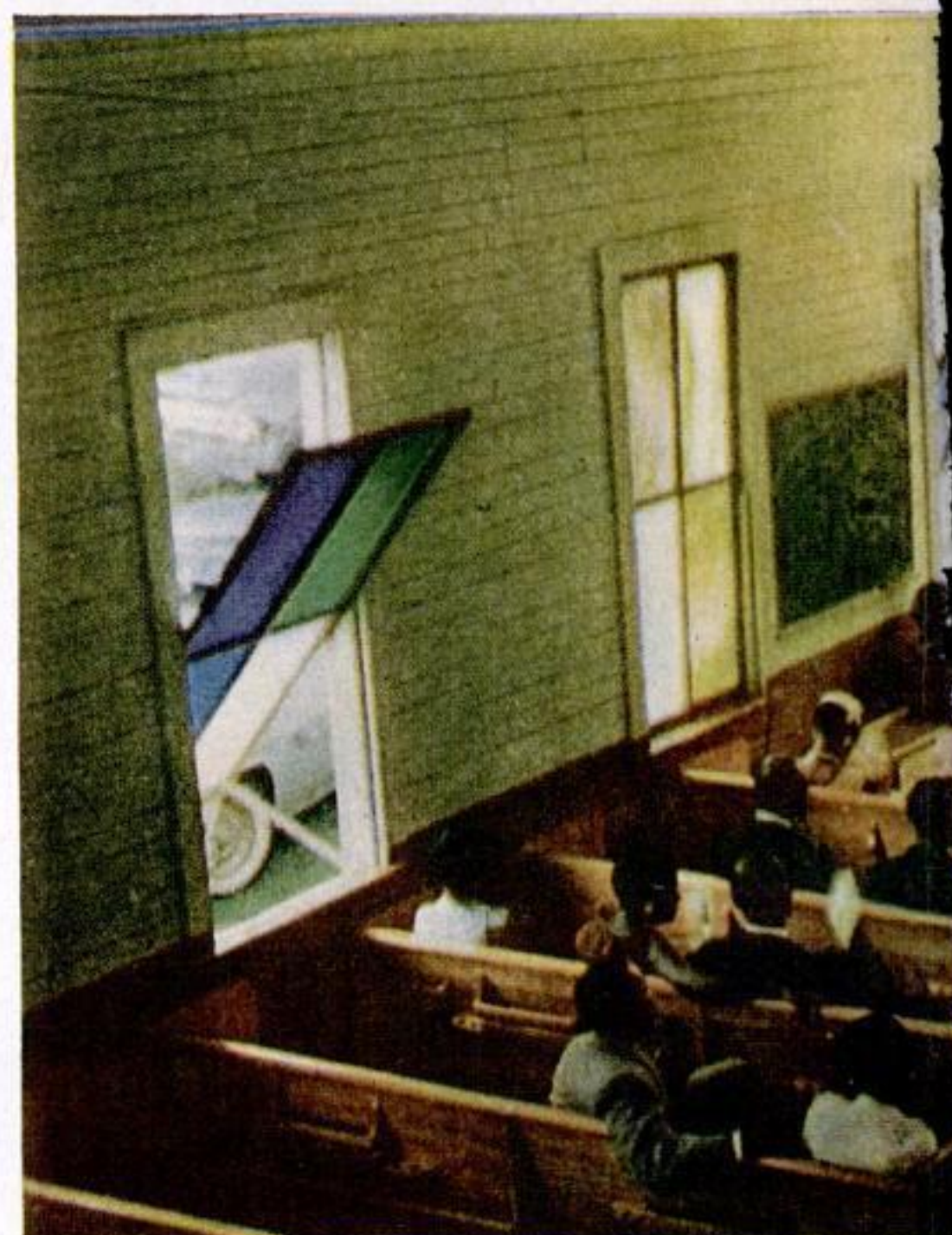
CONTINUED



OUT FOR A STROLL, old Mr. Thornton carries one child while others walk on ahead. The handsome, permanent greenery makes the neighborhood

look less like the slum it actually is. Like all but one road in town, this is not paved; after a hard rain it is a quagmire underfoot, impassable by car.

SEGREGATION CONTINUED



BAPTIST CHURCH HAS SERVICES EVERY OTHER

AN AGED MAN'S

Albert Thornton Sr., at 82, looks back on a life of tremendous toil. The son of a slave, he was a sharecropper and small independent farmer throughout most of his working life, but produced a remarkable family. He has seen four of his children go through college, and has had the satisfaction of seeing all of them become teachers. His other satisfactions, however, have been small. When he takes his grandchildren for a walk through the neighborhood, he sees the status of the Negro little better than it was when he was a child himself. In some regards it is worse. He can

AT SEGREGATED DRINKING FOUNTAIN, A LITTLE





SUNDAY, IS THE PRIDE OF NEGRO COMMUNITY

SMALL REWARD

remember, in the days before Jim Crow, when there were no "white" and "Negro" signs on public facilities.

He has no violence in him. He hopes for the end of segregation—although not for the sort of end that was recently proffered him. While his family was in church (*above*), a white salesman of cemetery lots got into the pulpit. The congregation, he said, could end segregation for itself in the hereafter. He was here to sell them plots in "the only unsegregated institution in the South." Some parishioners bought plots. Mr. Thornton did not.

GIRL GETS SOME HELP FROM A PASSING ADULT



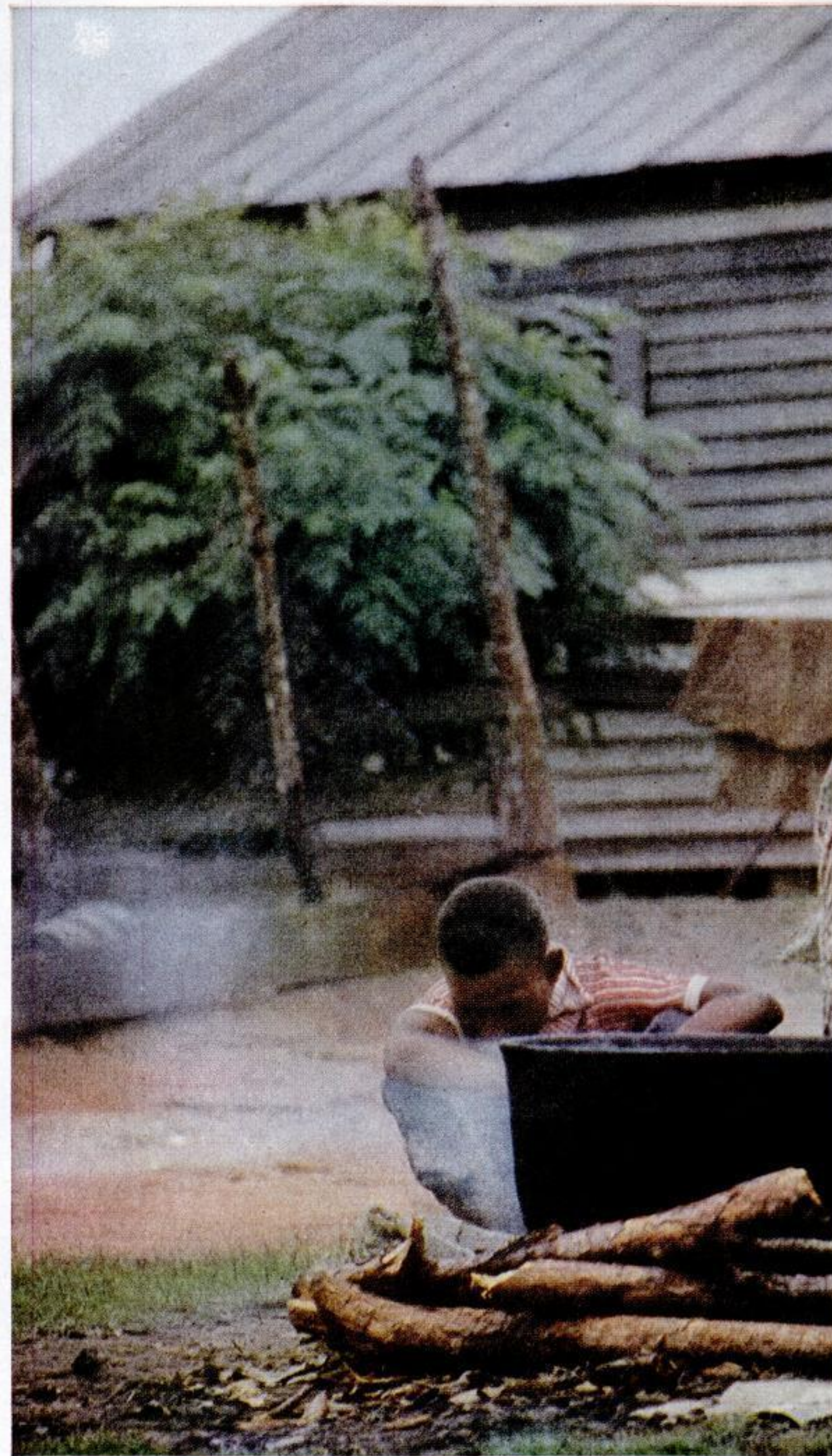
AFTER A RAIN children build dams in the road outside their houses, having nowhere else to play. The whole neighborhood is gradually eroding, the

houses leaning at slowly increasing angles while the local landmark, a huge white oak tree, bares more and more of its roots following every downpour.

CONTINUED



MINNIE LOUISE CAUSEY, 14, PREPARES A MEAL OF COLLARDS AND ONIONS



MINNIE LOUISE PREPARES TO THROW LAUNDRY INTO AN IRON POT WHILE



IN SMALL BEDROOM, four of the Causey children pass the time. Willie, 16, looks for dirt in the barrel of his shotgun while Samuel Louis, 10, and Jeff, 11, get some help in reading a science schoolbook from their sister Minnie Louise.

THE FRUSTRATION OF

One of the Thorntons' daughters is Allie Lee Causey, 41, of Shady Grove, a 95% Negro town about 100 miles northeast of Mobile. Mrs. Causey has been a teacher since 1939, although she did not get a degree—by attending summer sessions at Alabama State College for Negroes—until last month. (White school boards, selecting Negro teachers for Negro schools, are often hard-pressed to find college graduates. It often suffices if someone can be found to "keep" school, not necessarily to teach it.)

Mrs. Causey herself has been aware of her limited qualifications and has done what she can, in the face of poverty and heavy household duties, to increase them. But there is nothing she can do about the school itself, a dilapidated, four-room shack that accommodates 120 elementary grade pupils. In most respects it is almost as primitive as the log cabin schools of a century ago. It has no plumbing facilities at all. Mrs. Causey, who teaches 29 pupils in the first and second grades, brings drinking water for her class from home, carrying it in a gallon jug.

When she is not teaching or studying, Mrs. Causey works prodigiously to take care of her household. Two years ago, a divorcee with one child, she married Willie Causey, 55, a widower with 10 children, five of whom



HER BROTHER SAMUEL LOUIS, CALLED "S.L.," KEEPS AN EYE ON THE FIRE

A TEACHER'S FAMILY

still live at home. The house itself is unpainted, disintegrating, with a half-fallen barn and a pigpen close beside it. She does her laundry in a black iron pot, heated by a log fire, in the backyard.

Mr. Causey is a farmer and woodcutter, owning 16 acres of cropland and 24 of timber, from which he extracts a living with the help of his older sons. However, the family is not in financial straits. Mrs. Causey's salary is \$2,400 a year, which together with her husband's earnings places the family in the top financial bracket of the community. Last year Mr. Causey, over his wife's vigorous protest, bought a new Chevrolet sedan. The car is a symbol, a means of asserting "equality."

Mr. Causey has no capacity for paper work but is a good businessman nonetheless. He owns his own equipment for woodcutting, including power tools and a truck, and can compete successfully with white men in the same line of work. But it is a restrained kind of competition. It would not do for him to surpass his competitors—and he well knows it. The wood he cuts is delivered to a paper mill in Mobile, which a few years ago offered him a major contract for supplying it. He is one of the mill's oldest suppliers and has always performed reliably. But as he considered whether



STOVE OCCUPIES THE CENTER OF AUDITORIUM IN SHADY GROVE SCHOOL



CHECKING TAX FORMS, Mrs. Causey goes over the quarterly report with her husband Willie. He had only "a year or so" of schooling and is unable to handle the tax forms himself, although he does very well as a practical businessman.

CONTINUED



WILLIE CAUSEY, WHO IS FARMER AS WELL AS WOODCUTTER, PLOWS HIS FIELD BEHIND A NORMAN MULE

SEGREGATION CONTINUED

or not to accept the contract, Mr. Causey was visited by various of his white competitors who advised him strongly not to take it. In the face of this advice he felt he had no alternative, and so turned the contract down.

Mr. Causey does not vote. He has never been able to master the reading of the Bill of Rights in the Constitution, which all Negroes in his county must do before they are permitted to register. Mrs. Causey does vote.

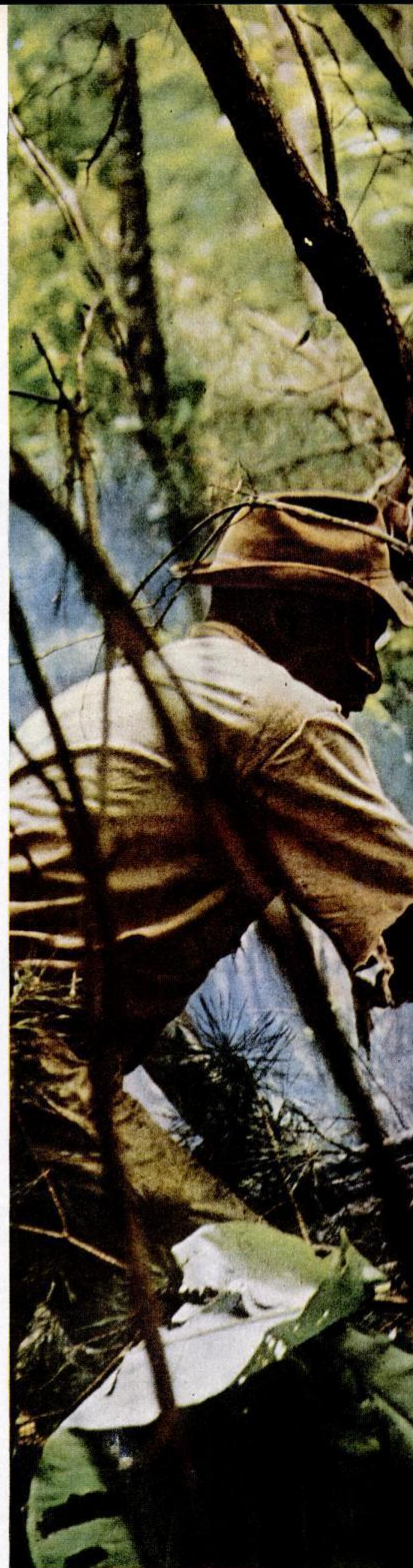
She was able to rattle off the Bill of Rights somewhat faster than the registration examiner could follow. He had to slow her down while he went along the lines in his book with his forefinger.

Both the Causeys believe that "segregation is on the way out," as Mrs. Causey says. "Integration is the only way through which Negroes will receive justice. We cannot get it as a separate people. If we can get justice on our jobs, and equal pay, then we'll be able to afford better homes and good education."



YOUNG CAUSEYS, Jeff (left) and S.L., go fishing in Turkey Creek. Even though their stepmother is a schoolteacher, they almost never read and their

general knowledge is as low as that of other children in the community. They do not play baseball, have never even heard of the Dodgers or the Yankees.



OLDER CAUSEYS, father Willie (left) and sons Willie James and "L.C.," cut timber in the woods near their home. They buy the right to cut it from



landowners at \$2 a cord, saw it to length, haul it to a paper mill, which pays them about \$14 a cord. "L.C.," who is 23 and married, is paid \$1 an hour

by his father while Willie James, 16, works for nothing. Willie James's prospects are typical of those of the rural southern Negro. If he stays where he is,

he may eventually work up to getting \$1 an hour himself. If this does not suit him, he must go somewhere else—but he says he does not know where.

CONTINUED

A SEPARATE

One of the Thorntons' granddaughters, Virgie Lee Tanner (*left*), lives near them in Mobile. At 25 she has four children, having been married for six years to Henry Tanner, 34, a mechanic at Brookley Air Force Base. Discrimination in employment does not affect her family. Her husband's civil service job pays \$80 a week. But other restraints do affect them. They must tell their children, for example, that they cannot play in a nearby playground for whites but must use a "separate but equal" one for Negroes. The children do not grasp the logic of this and view the white playground as a special,



DOING HER CHORES, Virgie Lee Tanner irons in a corner of the family bedroom. The house has electricity but no plumbing, is owned by a Negro

landlord. The Tanners are now spending all their extra money to build a new home, for that reason have made no repairs or improvements on this one.



WINDOW-SHOPPING, Ondria Tanner and grandmother, Ondria Thornton, look at fashions. They look long, buy carefully because of limited funds.

OUTSIDE LOOKING IN, the three young Tanners and three friends watch some children at a playground in a white neighborhood not far from theirs. →



WAY OF LIFE

wonderful place from which they are being deliberately excluded.

The Tanners' house is a two-room, \$20-a-month shack with one bedroom, in which all six members of the family sleep. Little else is available for them to rent in the segregated neighborhood in which they live. Mr. Tanner is now taking the only way out of the situation he can see. He is building his own four-room house on a lot he has purchased in another part of town. But he has no illusions about what it will be when it is finished: another small, crowded house in another segregated neighborhood.



COMBINATION GROCERY AND BEAUTY PARLOR IS THE RECREATION CENTER FOR THE TANNER CHILDREN





PROFESSOR AND MRS. THORNTON (CENTER) CHAT WITH FACULTY FRIENDS AT A UNIVERSITY LAWN PARTY

SEGREGATION CONTINUED



DAUGHTER LILLIAN, 13, IS NOW IN JUNIOR HIGH

A PROFESSOR'S INJURED PRIDE

The member of the Thornton family who has gone farthest in the world—and farthest from the Deep South—is the oldest son, 48-year-old E. J. Thornton, who graduated from Tuskegee with a B.S. degree in poultry husbandry in 1933. Since then he has taught in various Negro colleges, meanwhile taking time off to get an M.A. from the University of Massachusetts. Today he is a department head at Tennessee State University (all-Negro) in Nashville.

Economic restraints upon Mr. Thornton are negligible, but social restraints remain strong. He cannot mingle publicly with his intellectual equals, white professors from other Nashville colleges, and he must follow the local segregation customs (*opposite page*). Thus, while some restraints are removed because he is an above-average citizen, remaining restraints are more wounding to him, for the same reason.

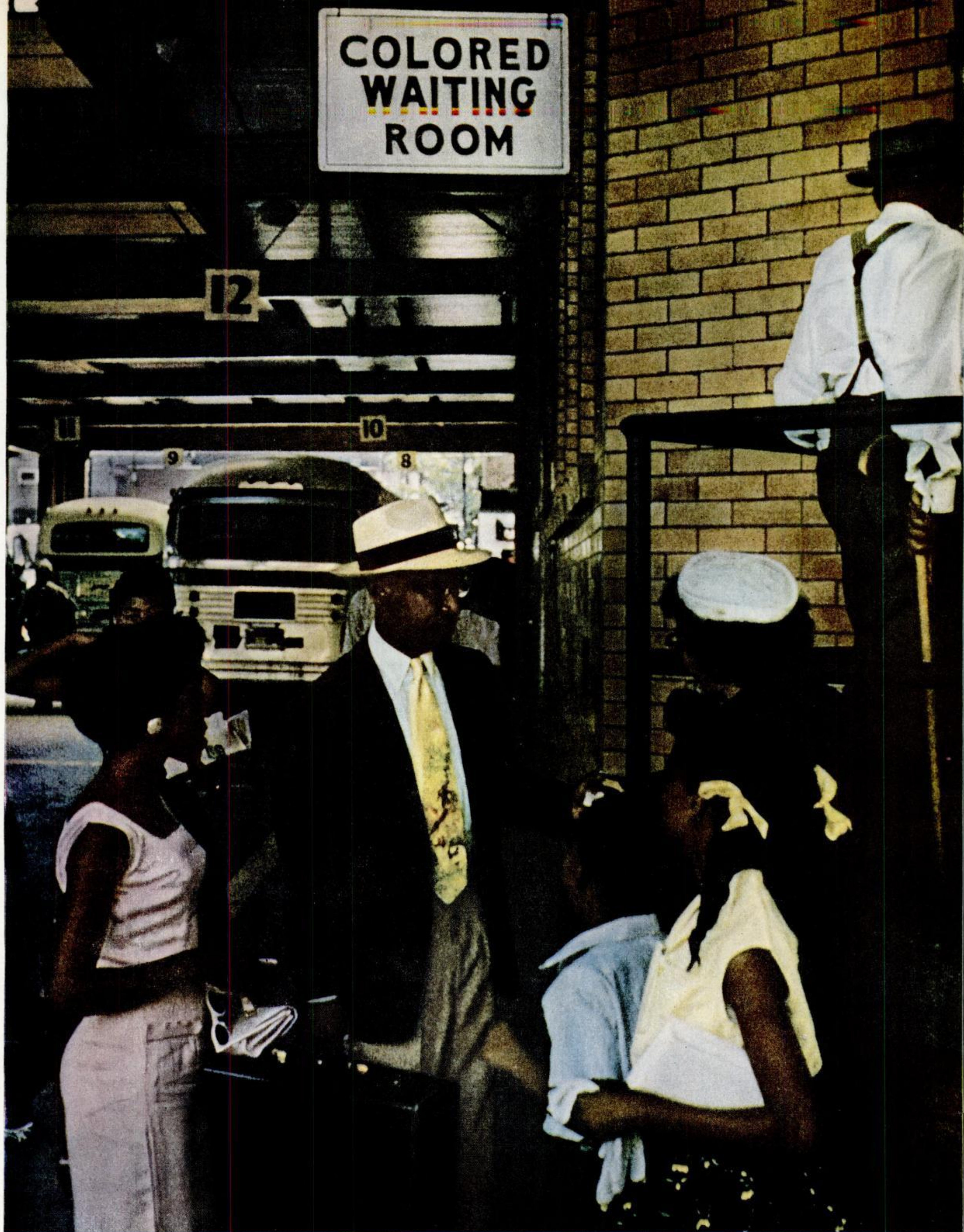


IN CLASS, Professor Thornton discusses the anatomy of a turkey with his students, several of whom are likely to become teachers themselves. He feels

better-qualified Negroes "owe something to their people" and should remain in the South instead of "running away from the unsolved problems here."

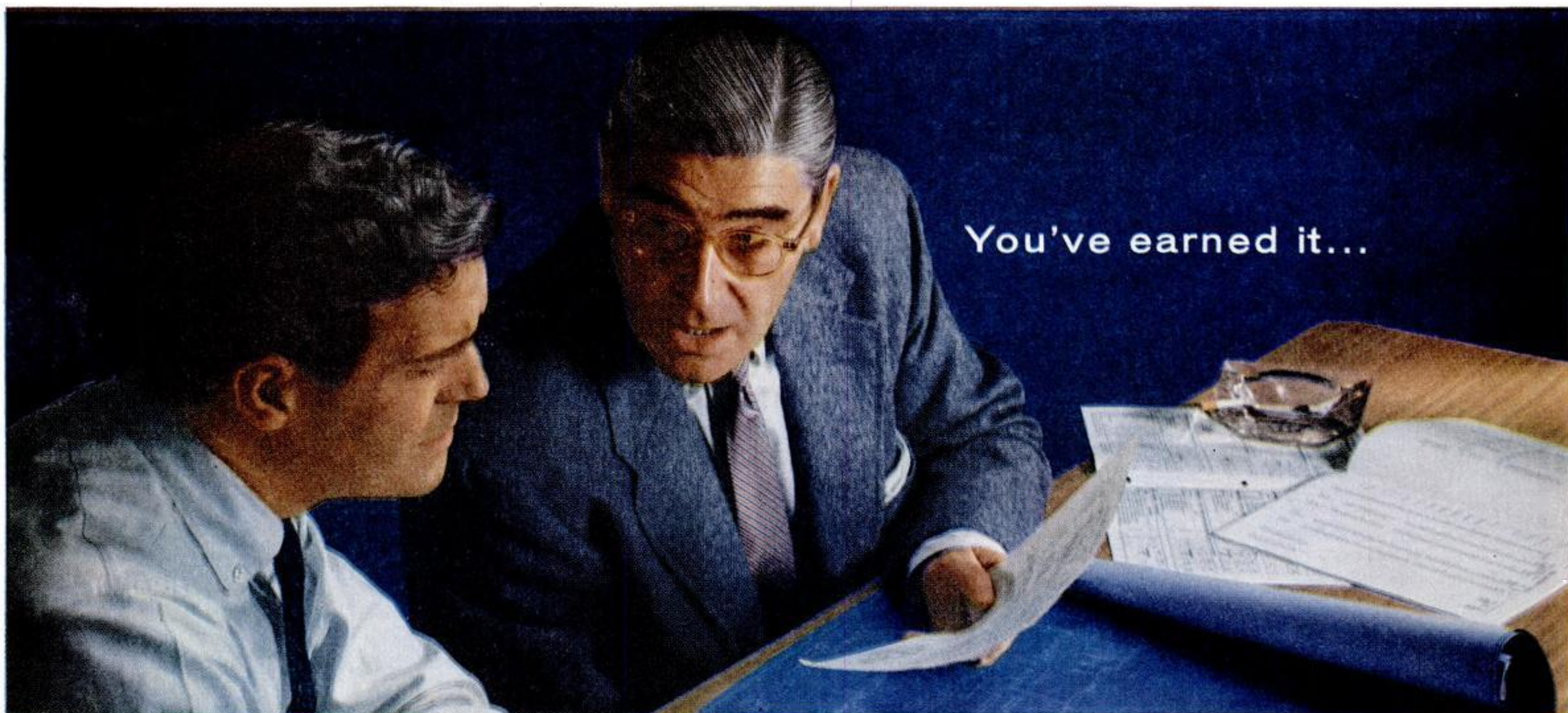


"CHERRY PINK" is played by E. J. Thornton Jr., 10, and sister Ruth, 17. Ruth enters college this fall, would like to become a professional pianist.



AT A BUS STATION, Professor Thornton comes face to face with segregation, which he accepts passively but with hurt pride. On long trips he sometimes dodges the problem by taking a more expensive but unsegregated plane. His salary

as a professor is \$6,600 a year and he could live quite comfortably were it not for his determination to put his own three children through college. Because their ages are such that they can go through one at a time, he thinks he can do it.

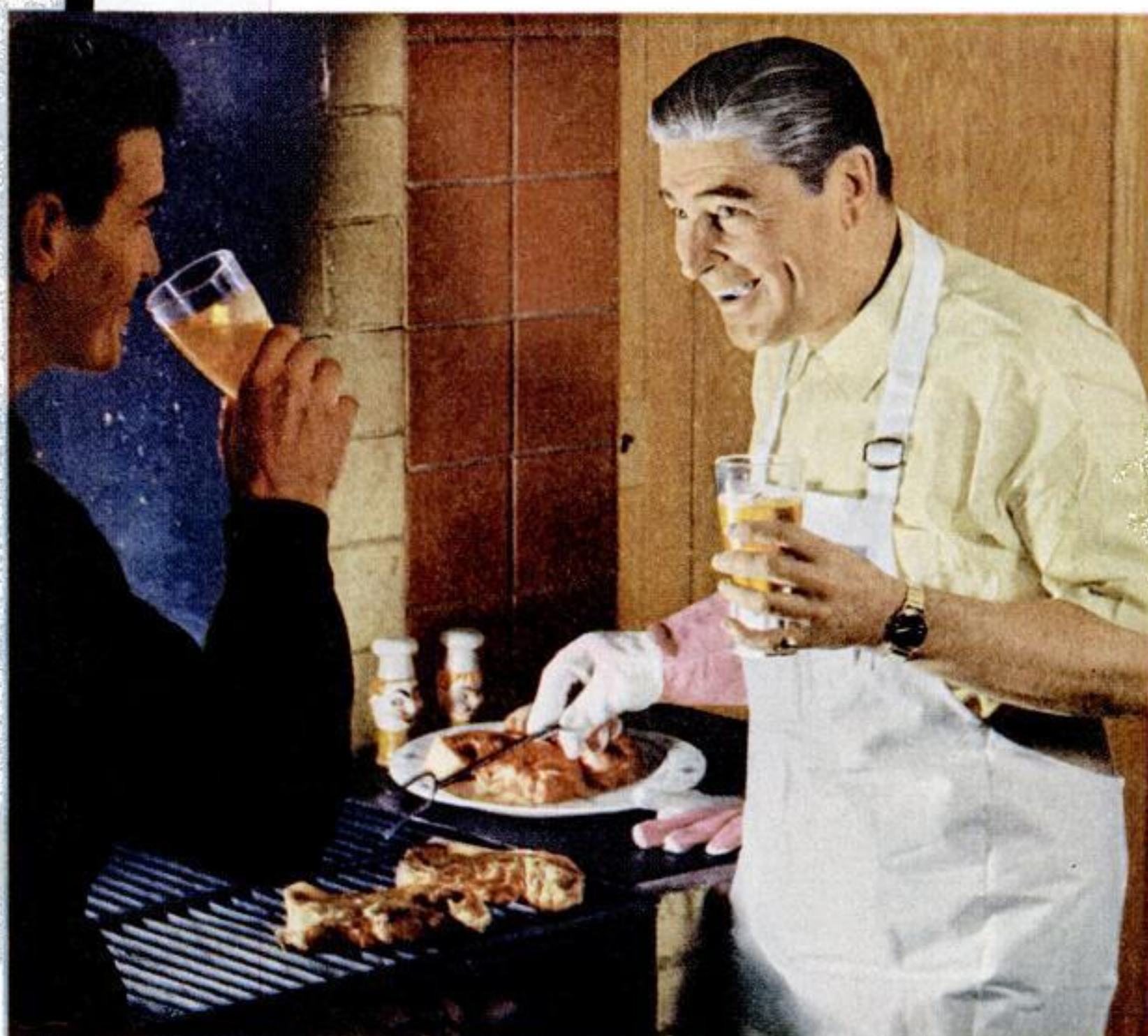
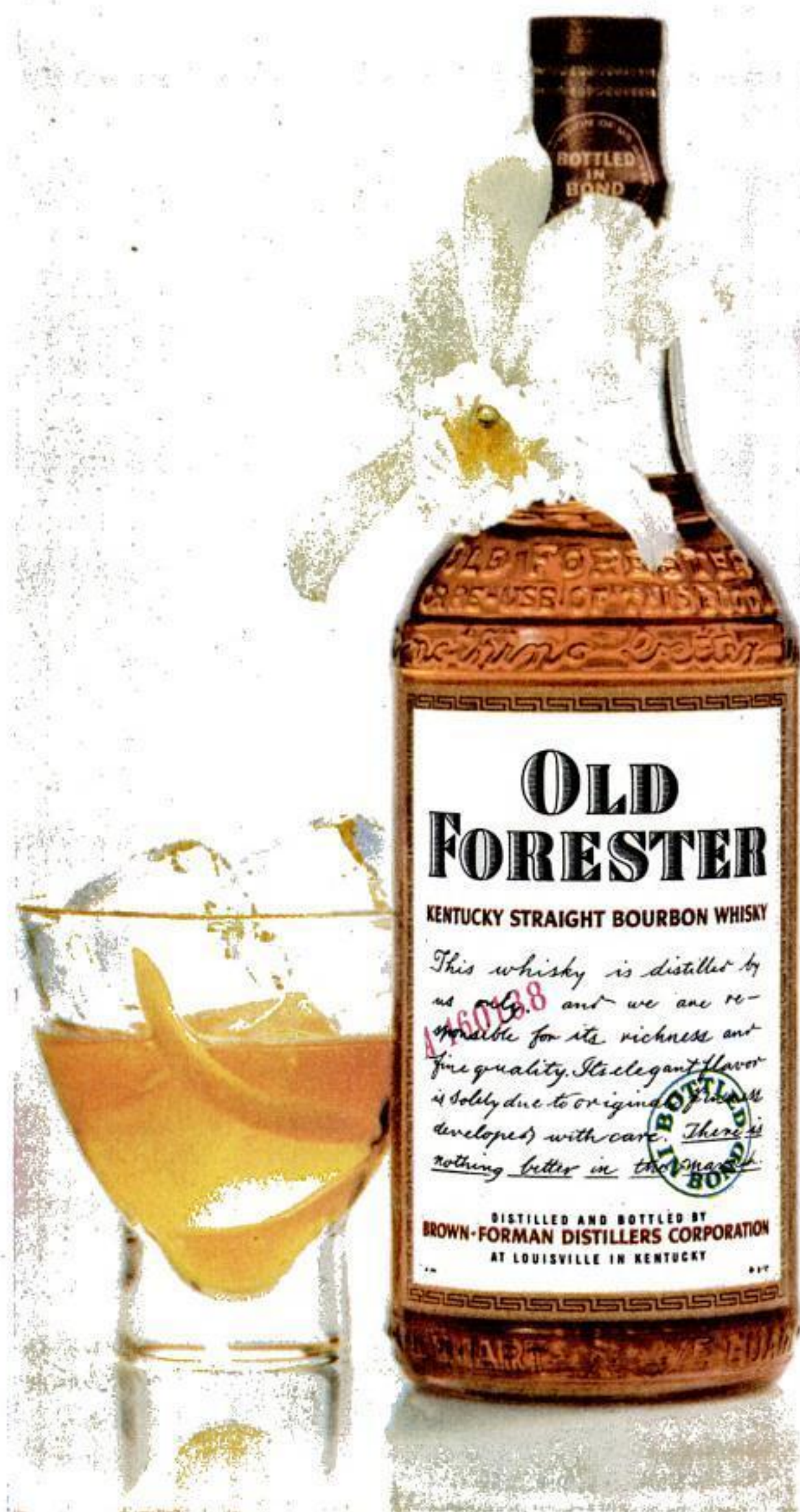


You've earned it...

LIVE A LITTLE!

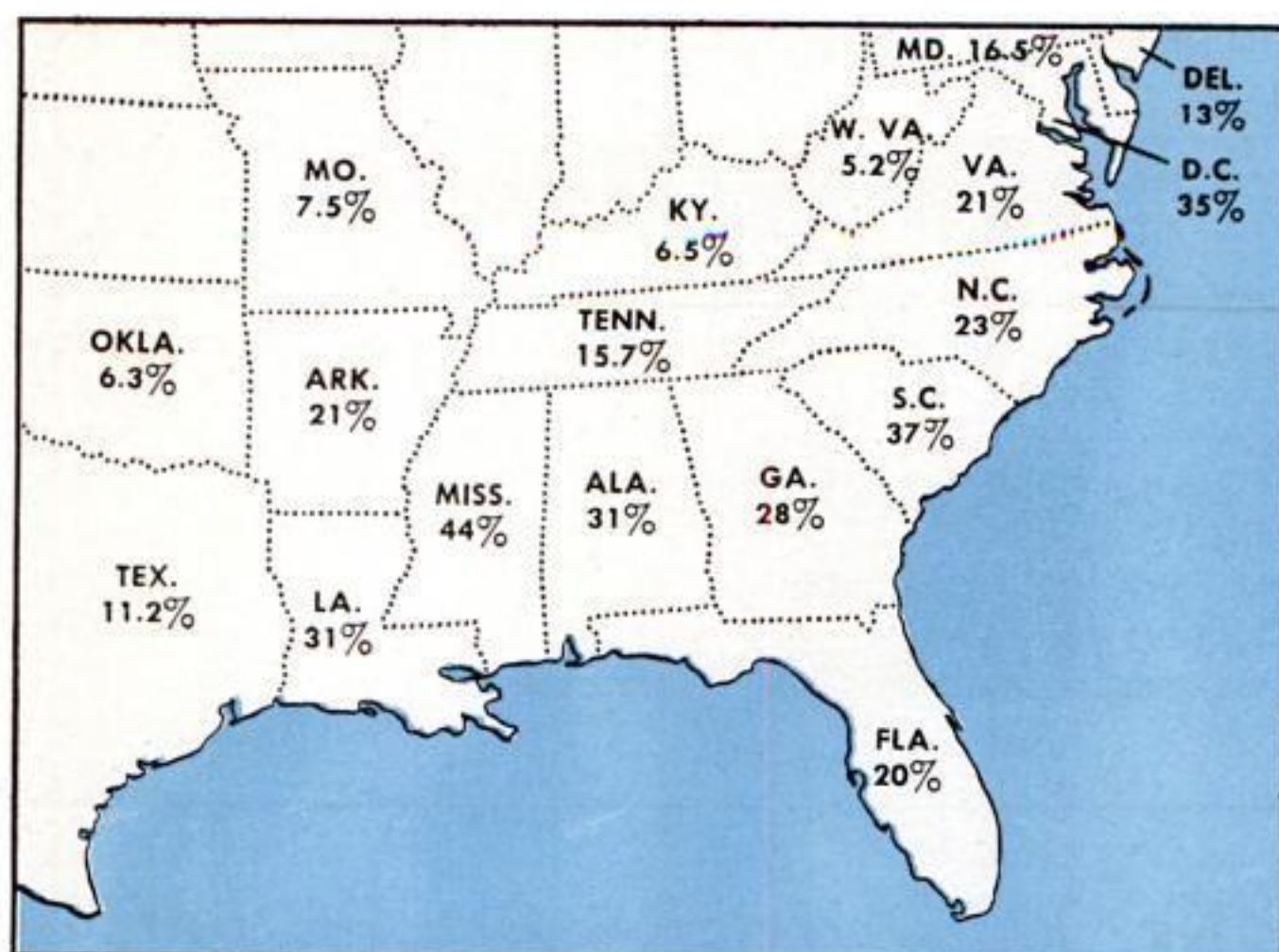
Pretty demanding, today's pace. And today's rewards, more abundant than ever. When it's time to relax, don't you feel entitled to something a little special? Then just add famous bonded Old Forester to your pleasures. You'll soon learn what a wonderful difference in rich, hearty flavor Old Forester offers... at only pennies more. Every bottle registered to assure your satisfaction.

"There is nothing better in the market"



KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

SEGREGATION CONTINUED



PERCENTAGE OF NEGROES in southern states is less than 50% in each today. In 1900 they had 58% majorities in Mississippi and South Carolina.

DUAL MIGRATION OF SOUTHERN NEGROES

The individuals on the preceding pages live, as their circumstances make evident, under a variety of specific restraints. But an examination of the whole problem of restraint requires some general information about the southern Negro. Where does he live, what is his job, how much does he earn? Is he migrating, and if so, where and why?

From 1900 onward, Negroes have steadily constituted about one tenth of the U.S. population. There were nine million in a total of 76 million then, and there are 16 million in a total of 168 million today. However there have been drastic local changes which make it appear, to observers on the community, city or state level, that the total Negro population is rapidly increasing or diminishing.

In 1900 about 85% of all U.S. Negroes lived in the South, and of these, three fourths lived in rural areas. Today only about 63% of all U.S. Negroes live in the South, and of these, only half live in rural areas. Thus there have been two sorts of migration—large numbers of Negroes have moved entirely out of the South and large numbers have moved, within the South, from farm to city. Today, many urban white Southerners suppose that the Negro population of their states must be growing steadily because Negroes are more in evidence on their streets. But this is by no means the case. In 1900 Negroes exceeded 40% of the population in six southern states. Now they exceed 40% in only one, Mississippi (see map). The ratio of Negroes to whites has decreased in all southern states, and is increasing today only in certain northern states, such as New York and Illinois, which receive heavy migration from the South. Of the six million Negroes who live in the north today, 2.8 million were born in the South.

The reasons for the migration of the Negroes are primarily economic. The social unpleasantnesses of segregation have no doubt influenced many to leave the South, but the majority have moved in search of better livelihood. Rural Negroes have always lived on bad farmland in the South, from which it has become increasingly difficult to make a living. In 1954, for example, the median cash income of Negro farm families in the South was \$742, whereas that of white farm families was twice as much, \$1,516. Some white Southerners, such as Sharecropper Marshall Joyner in *Installment III* of this series (*LIFE*, Sept. 17), believe the disparity may be due to indolence rather than the quality of the land. But in general the rural Negro has a spindling row to hoe. Consequently he moves off the land and looks for a job in town.

In town the Negro encounters massive competition from rural whites who have also moved off the land in search of factory jobs. Employers will not hire a Negro for any job if there is a white man available for the same. Of all the male Negro jobholders in the South, only 1.5% are in the "manager, official and proprietor" class and only 7% are "craftsmen and foremen." The others take such jobs as they can find, usually in the least desirable, lowest-paid brackets.

Even if discrimination in employment based solely on color were set aside, the Negro still could not compete with the white. Functional illiterates (the term for adults with less than fifth-grade education) are three times more common among young southern Negroes than

CONTINUED



Which ring can you be sure will always keep its value?

The Artcarved diamond ring is the one that assures you of lasting value. For Artcarved's Permanent Value Plan guarantees in writing that any Artcarved jeweler anywhere in the U. S. and its territories will gladly apply the current retail value of your Artcarved ring toward a larger one—at any time—as specified in the guarantee. This guarantee is backed by more than 106 years of fine ringmaking leadership. And Artcarved rings are registered for color, cut, clarity and carat weight. So look for the name Artcarved* in the ring and on the tag.

Beloved by brides for more than a hundred years (1850-1956)



*TRADE MARK REG. PRICES INCLUDE FEDERAL TAX. RINGS ENLARGED TO SHOW DETAIL.

a. DANUBE SET
Engagement Ring \$100
Also \$45 to \$7,500
Bride's Ring \$10

b. BRUNSWICK SET
Engagement Ring \$500
Also \$300 to \$5,000
Bride's Ring \$95

c. FRANCISCAN SET
Engagement Ring \$250
Also \$150 to \$1,000
Bride's Ring \$110

J. R. Wood & Sons, Inc., Dept. L-46, 216 East 45th Street, New York 17, N.Y.
NEW YORK • LONDON • AMSTERDAM • ANTWERP

Free! Please send me a free copy of "SILENT SECRETARY FOR BRIDE AND GROOM"—a guide to wedding etiquette with valuable tips on ring buying.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ COUNTY _____ STATE _____

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*Par for
pleasure!*

Two men...a clear, crisp, golden autumn morning...a round of golf ahead...and, waiting to tee up, they know the secret of relaxation! A mild, yes...*tastefully* mild Dutch Masters Cigar. The secret is true anywhere! So keep pleasure handy in your pocket—a 5-Pack of Dutch Masters Perfectos, Specials or Belvederes. Dutch Masters start at 2 for 25c.

*Mild yes...
tastefully mild*

Dutch Masters

Copy. 1956. Consolidated Cigar Sales Co., Inc.

SEGREGATION CONTINUED

among young southern whites. Moreover, such schooling as the Negro does receive generally is far inferior to that received by whites. In Georgia, for example, the educational level in the sixth grade in Negro schools is said to be equal only to that of third grade in white schools.

Failing to find a job, or at any rate a satisfactory job, in a southern city, the Negro moves north. There he finds it easier to get a job, but the job is still usually on the common-labor level. Northern employers do not have the South's great pool of underemployed white farm labor to draw upon, and in the past 15 years have had great need for the unskilled and semiskilled labor which the Negro can supply. But the proportion of Negroes who reach the top of the ladder in the north is scarcely higher than that in the South. In comparison to the total of 8.5% of Negroes who rise to become "managers, officials, proprietors, craftsmen and foremen" in the South, the figure in the north is 10%.

NEXT: SOUTHERN CHURCHMEN DISCUSS THE MORAL ISSUES



In the preceding instalments of this series, **LIFE** has covered the history of segregation in the U.S. and the viewpoints of southern whites and Negroes. Beyond these there remain the basic moral and religious problems of segregation which sorely trouble the entire nation, including the South. The final instalment next week will deal with these problems as seen by a group of eminent southern churchmen and leading church laymen. The article will take the form of a symposium in which the speakers will be, left to right above: Bishop Henry Irving Louttit, Episcopal bishop of south Florida; Dr. L. Nelson Bell, retired surgeon of Asheville, N.C. and former member of the Presbyterian Board of World Missions; Mrs. Spann W. Milner of Atlanta, Ga., a Southern Baptist and first vice president of the United Church Women of the National Council of Churches of Christ; Dr. A. C. Miller, executive secretary of the Commission on Christian Relations, Southern Baptist Convention, Nashville, Tenn.; Edwin Jones, president of a construction company in Charlotte, N.C. and an executive committee member of the World Methodist Council; Dr. Duke McCall, president of the Southern Baptist Seminary at Louisville, Ky.; and Bishop Paul Neff Garber, resident bishop of the Richmond, Va. area of the Methodist Church. Standing in the rear is the moderator of the symposium, Stanley High.



ACRONIZED*

chicken so fresh you'll
come back for more!

You might guess it when you see the golden brown crust, or when your fork feels the firm plumpness of the meat. But your first bite *tells* you with happy emphasis that this is just about the freshest, tastiest chicken you've ever eaten!

And it is... because it's *Acronized* chicken.

Acronized poultry is the result of a great new advance in processing the fresh-dressed birds while they are chilling for shipment. It is a new development that brings you chicken at its very peak of taste and flavor... and now, at last, makes it possible for you to buy birds that are *consistently* fresh and country-sweet.

Every Acronized chicken, whether whole or cut-up, is identified by the Acronized seal. Look for it on the brand sold at your favorite food store. And remember—

IF IT HASN'T THE SEAL, IT ISN'T ACRONIZED!

*Trademark of American Cyanamid Company

ACRONIZED*

*Trademark of AMERICAN CYANAMID COMPANY

Look for this seal →

TREAT YOURSELF TO THE KING OF BEERS



where
there's life
...there's
Budweiser®



NEWLY TRAINED SUE GIFFORD (LEFT) JOINS SHOW'S ORIGINATOR NANCY CLASTER IN SINGING "DO BEE" SONG TO PROSPECTIVE TEACHERS IN FOREGROUND

TRAINING TOTS' TV TEACHERS

'Romper Room' goes on 'live' in 43 cities by sending its schoolmarms out

As an example of TV preschool programs, *Romper Room* is a cut above the average. It is spry, bright and instructive. As an example of TV production, it is a notable departure from the routine. The program is shown on weekdays usually at 9 a.m. on 43 U.S. stations. But instead of filming the program and sending it out in reels, *Romper Room's* producers ship out scrubbed and shining college girls trained to run it as a "live" show.

At WBAL-TV in Baltimore where it started in 1953, *Romper Room*

"teachers" are taught the tricks of the show's trade. They master toys, songs and games (*next page*), learn how to recite commercials and cope with classroom calamities. When new teacher Mary Susan Gifford (*left, above*) took over on Station KTVX in Tulsa, Okla., she suggested to her studio class that they go for a hobbyhorse ride, whereupon the children rode right out of the studio. Teacher managed quite nicely in the crisis: She told the home audience that the studio horsemen were just hiding.

LEARNING HOW TO TEACH CHILDREN, TEACHERS WITH HANDS HELD HIGH LIKE RABBITS' EARS LINE UP BEHIND SIX STUDENTS AT THE TRAINING CENTER

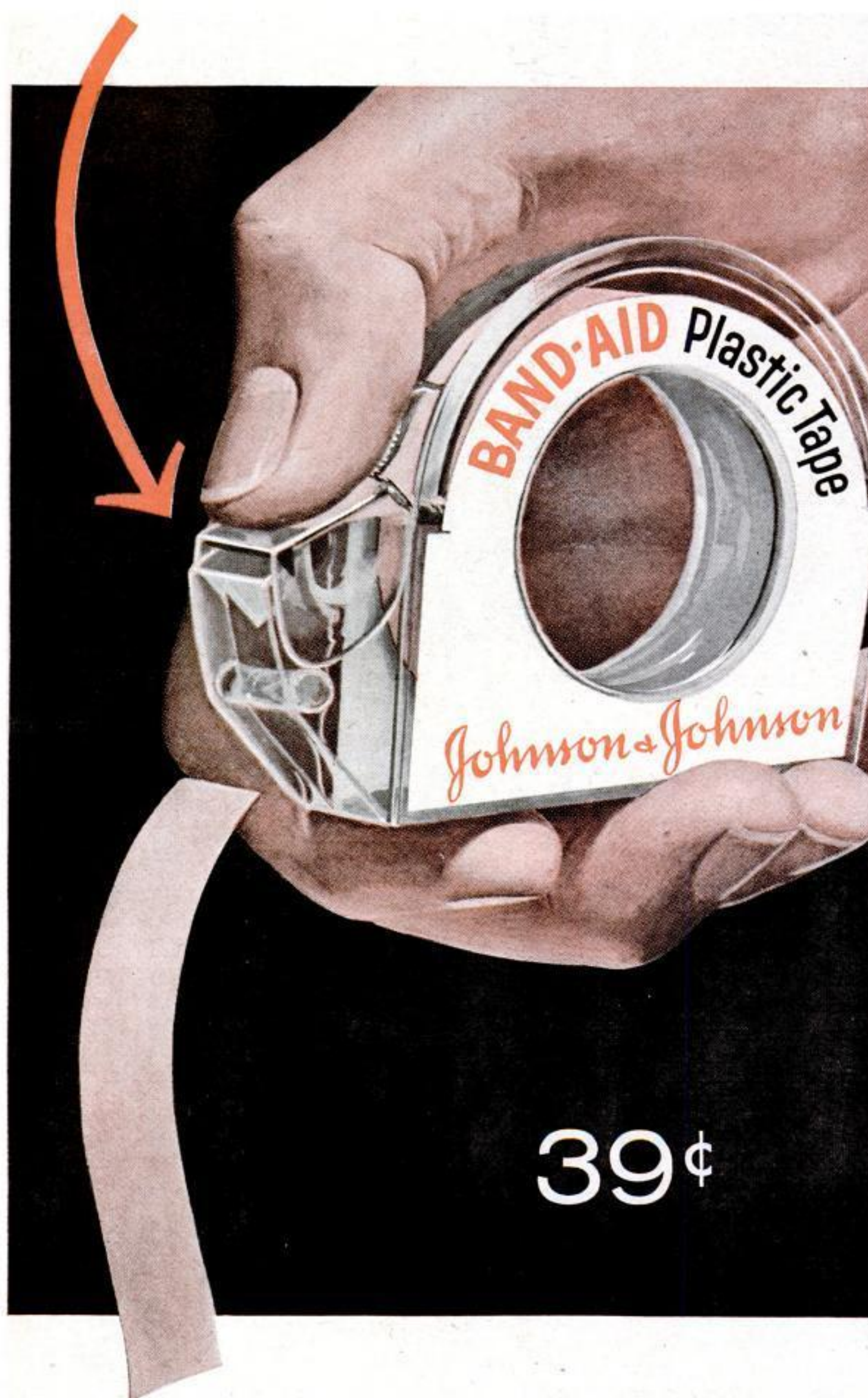


BAND-AID

TRADE MARK

PLASTIC TAPE

new dispenser cuts tape for you !



39¢

* **Flesh-colored**

* **Won't loosen in water**

Johnson & Johnson

TV TEACHERS CONTINUED

TAKING ON JOB IN TULSA



ON HER FIRST SHOW in Tulsa, Sue Gifford tells studio class to open eyes for cartoon strip about to be shown. On program she is known as Miss Nancy.



AS CLASS DANCES around "mulberry bush," home audience is told to follow. Show has discipline problem when studio class talks during commercials.



CHILDREN PRAY before midprogram snack, sometimes pick up the cookies before grace ends. Audience has playthings ready at home to join activities.

Now! For Chocolate Drink like your milkman brings...just add water!



Dissolves instantly! Saves your regular milk supply!

New Carnation Instant ever-fresh "Magic Crystals" burst into full-bodied Chocolate Drink like your milkman brings... plus a *super-protective bonus* of extra vitamins and iron!

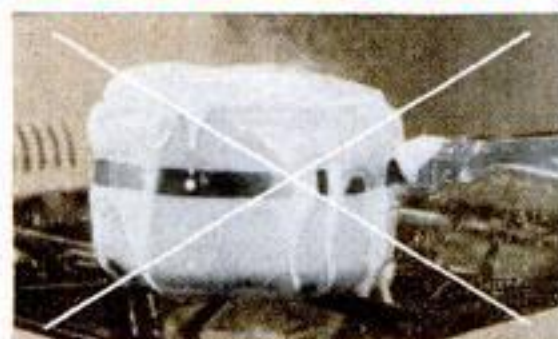
You simply add water; stir lightly. Now, no need to crowd your refrigerator with extra bottles, or fuss with flavorings that use up your regular milk supply! Simply give your family this better, more delicious, *super-nourishing* Carnation Instant Chocolate Drink Discovery...starting *today*.

No extra bottles to store! No extra flavorings to buy!



JUST ONE TO BUY! New Carnation Instant is a complete drink...Just as rich in natural milk values as bottled Chocolate Drink, plus a big bonus of extra vitamins and precious iron. Entirely different from ordinary flavorings that add only taste and sugar!

DELICIOUS HOT, TOO—NO BOIL-OVERS!



NO MORE STICKY PANS, no "cocoa-paste" to make, no "skin"! Simply add piping hot water to Carnation's newest "Magic Crystals"! Instantly bursts into luscious, hot chocolatey goodness! And just think—there's nothing to wash but the cup!

PRESENTING THE



Four exquisite colors, fashioned like jewels. Pearl White, Rose Quartz, Jade Green and Aquamarine. And with every Lady Schick comes a tailored, oyster white Carrying Case with ebony black base, and recessed top with golden sunburst.

Lady Schick Classic and *Lady Schick* Goddess, for those who want the pride and joy of owning something *extra* special. Each is an original design by one of the world's most renowned artisans. An unparalleled gift for any woman.

BE SURE TO WATCH "ROBERT MONTGOMERY PRESENTS"...
THE SCHICK TELEVISION THEATRE, NBC, MONDAY NIGHTS

NEW

Lady Schick

the electric shaver that really understands
a woman's grooming problems

...for Safer, Gentler, Faster Shaving

Suddenly, there seems no other way for a woman to shave. The new Gentle-Action Lady Schick is so safe, so swift, so comfortable you'll wonder how you ever did without it. Lady Schick knows that underarms need a touch so gentle you can apply a deodorant immediately after shaving. Lady Schick flatters the legs... leaves them smooth and sleek as silk with just a few easy strokes... ends forever the

muss, nuisance, and bother of old fashioned blade shaving.

Breath-takenly beautiful! Lady Schick is small enough to nestle in the palm of your hand. Choose from four jewel-like colors, only \$14.95. Or, if you prefer the gold or silver color, Lady Schick Goddess and Lady Schick Classic with individually tailored Carrying Cases, are slightly more. Schick Incorporated, Lancaster, Pa.

SCHICK *FIRST IN ELECTRIC SHAVING*

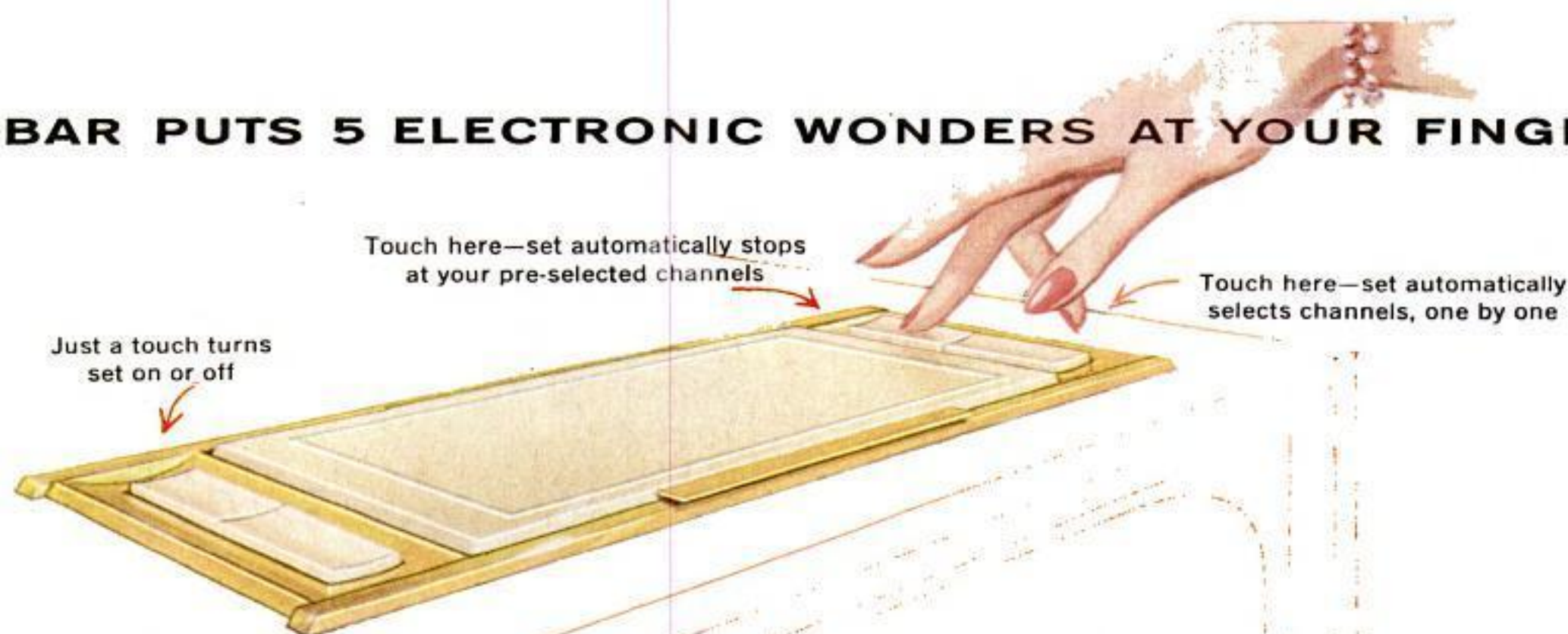
Makers of the famous SCHICK "25"... now in COLORS FOR MEN.

With Gentle-Action shaving head... one side for legs... one side for underarms

COPR., 1956, SCHICK INCORPORATED



CROSLEY TUNER-BAR PUTS 5 ELECTRONIC WONDERS AT YOUR FINGERTIP



CROSLEY...WORLD'S FIRST FULLY AUTOMATIC TV



CAN BE PRE-SET TO STOP ONLY AT THE CHANNELS YOU PREFER!

NEW AUTOMATIC TUNER-BAR

..."TRIGGERS" CROSLEY'S EXCLUSIVE COMBINATION OF 5 ELECTRONIC FEATURES!



With Crosley's Automatic Remote Control you can turn set on or off, adjust volume, change stations—consecutively, or "skip-stop" to only those channels you have pre-selected. Note rich *Carrollton* Cabinetry—another Crosley exclusive.

No other TV allows such complete freedom of channel selection—at the set or by remote control! Now with new Crosley Tuner-Bar you can automatically tune to one station after another . . . or you can "skip-stop" to only the channels you have pre-selected.

In fact, once you touch Tuner-Bar, *all* of Crosley's Automatic Big 5 features swing into play! Your Crosley automatically controls focus, brightness and contrast • Automatically guards against picture distortions • Automatically controls volume • Automatically protects tube life • Automatically changes channels!

This is fully automatic television. And this is one more reason why the name Crosley is

**KNOWN FOR THE NEWEST
...RESPECTED FOR THE BEST!**



Crosley's Automatic Tuner-Bar—key to the world's first *fully* automatic TV! A touch . . . and the finest in TV reception is yours!

crosley
TELEVISION

DIVISION OF AVCO MANUFACTURING CORP., CINCINNATI 25, OHIO



Wrapped in a Rectangle

THE ANCIENT PONCHO
IS NOW UP TO DATE

The rectangular rig above is a new fashion lifted from the primitive style notion that all a well-dressed person needs is a one-piece covering with a hole in the middle for the head. Like its forbears, this poncho (here wired to show its simple shape) is a rectangle with a center opening, no sleeves or side seams. It differs from its counterpart by having a slit in front, a collar, pockets, stitching around the edges. A versatile wrap, it fits over any sleeve. The versions on these pages are by Designer Bonnie Cashin who has been plugging ponchos for heavy-duty wear for several years, now also makes them for afternoon and evening (*next pages*). The poncho may finally catch on this season on coattails of the free-flowing cape which is appearing in both the U.S. and Paris (*LIFE*, Sept. 3).

CONTINUED

Your cold develops in 5 stages

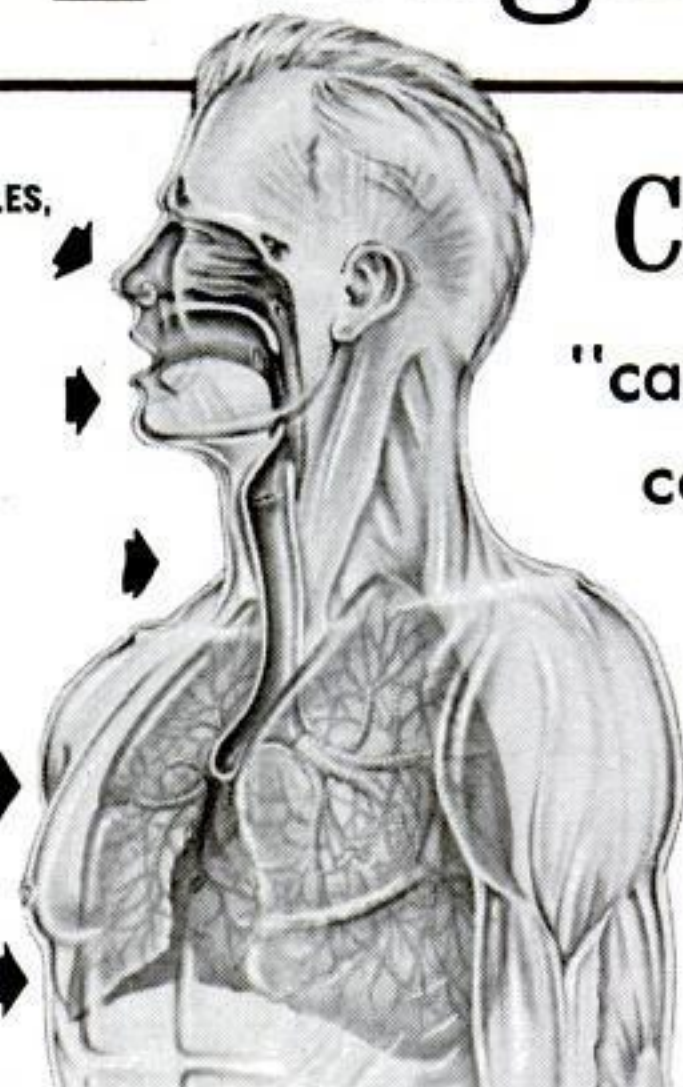
1 SNEEZING, SNIFFLES,
STUFFY NOSE

2 SORE THROAT

3 CONSTANT
COUGHING

4 TIGHT CHEST

5 MUSCULAR
ACHES



Coldene

"catches your
cold!" BRINGS

YOU FEELABLE

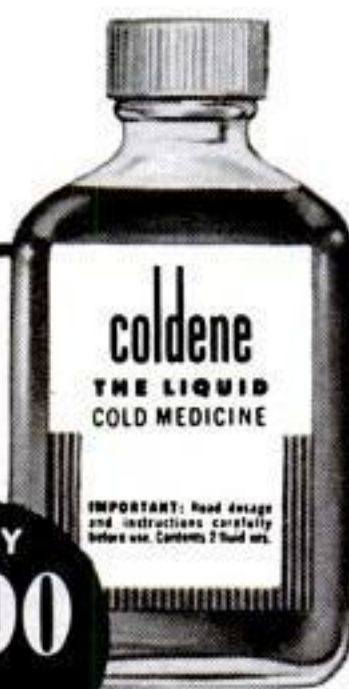
RELIEF IN

MINUTES

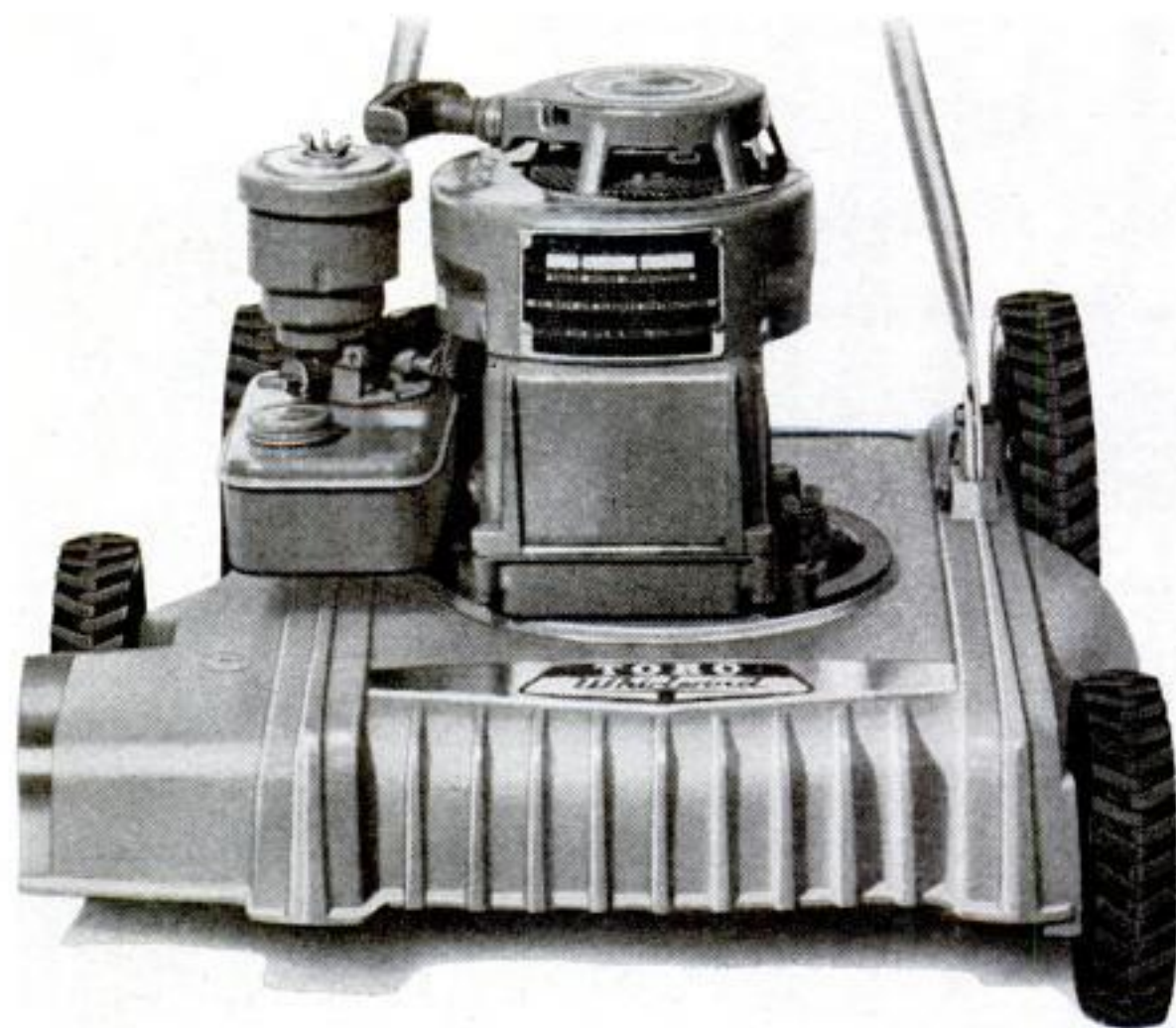
Coldene acts so fast
because it's a liquid!

Coldene is complete—combines the powers of a nose spray, antihistamine, gargle, cough syrup, chest rub and pain killer in a single good-tasting medicine.

ONLY
\$1.00



TORO



\$94⁵⁰*...the best you can buy

This is the *Whirlwind 18*—the original and finest rotary power mower. It ends your leaf raking. Sprays the pulverized clippings into your lawn as a healthful, natural mulch. Cuts grass, too, and weeds. Trims close.

This is the best rotary mower you can

buy. It's built by Toro—world's largest manufacturer of professional grass mowing machinery. Your dealer is in the phone book under "Lawn Mowers."

*Leaf mulcher attachment included. Prices higher in the West and Canada; subject to change.

TORO MANUFACTURING CORP., 3001 Snelling Avenue South, Minneapolis 6, Minn.

PONCHO CONTINUED



IN THE COUNTRY, poncho shown on preceding page is worn over a bulky sweater and slacks. This is made from horse blanket material (Sills & Co., \$50). Ponchos can also be used as a car robe or knee-warmer at football games.



IN THE CITY, the same plaid poncho with front half belted and the back hanging loose appears with a hat and long-sleeved black dress. Ponchos fold flat, are useful for traveling. They should never be worn over full skirts.

CONTINUED



Pete's first haircut. It was a once-in-a-lifetime picture. I snapped it with the Polaroid Land Camera . . . and just 60 seconds later I *knew* it was perfect!

Snap it...see it!

With the Polaroid Land Camera you're *sure* of your shots. For here is the only camera in the world that lets you take a picture one minute, see it the next. If somebody blinks, you find out about it on the spot. Just take it over and get a perfect one.

And with the great new panchromatic film Polaroid's got, these pictures are absolutely beautiful.

The richest blacks and snowiest whites you've ever seen. Soft flesh tones that make your pictures of the children look amazingly lifelike. Details that are razor sharp. And you can get all the extra copies you want. Enlargements big as you want.

Another thing. With this terrific new panchromatic film, today's Polaroid Land pictures don't fade. They

last just like any other pictures.

How about doing this. Drop into any camera store tomorrow, or first chance you get, and take a look at one of these cameras. Shoot a couple of pictures with it yourself. Then, when you decide to buy one, you can pay either \$69.95 or \$1.19 a week. (You'll wonder why you didn't get one last year.)

POLAROID® LAND CAMERA WITH NEW PANCHROMATIC FILM



of course he smokes
KAYWOODIE



Flame Grain
KAYWOODIE
Apple—\$10
Distinguished for its
Magnificent Grain

His Kaywoodie is the finest pipe made. Its beauty is rare, indeed, for only the choicest imported briar is worthy of Kaywoodie. The density and close grain assure the world's sweetest, coolest smoke. And Kaywoodie's Drinkless Fitment in the stem completes your enjoyment. This exclusive feature screens irritants, condenses tobacco tars, prevents clogging. That's why your Kaywoodie draws so easily. Treat yourself royally with a Kaywoodie. A regal gift, too.

Send 25 cents for illustrated color Catalog 31 showing Kaywoodie styles. \$3.50 to \$100; gift sets \$7 to \$125.



 Kaywoodie Pipes, Inc., New York 22
World's Finest Pipes Since 1851

FLUFFY LYNX is used for a cold weather poncho (Annis, \$1,000) which is worn with a hooded afternoon dress (Martini, \$50), can also go over a ski suit.

SILVERY FABRIC, a tweedy looking cloth with metallic threads (Sills & Co., \$150), is worn for evening with one section wrapped around shoulder.



"I LOOKED IN MY MIRROR... AND ALMOST CRIED!"

Mrs. B. C., Flushing, New York

"I knew my hair was turning gray. But I hadn't realized how fast . . . until one day I looked in my mirror and saw that my hair was almost completely gray! I felt like crying.

"But a friend told me that my gray hair *could* be lovely . . . with the proper care. She suggested Silver Curl . . . the home permanent that's *custom-made* for gray and white hair. And what a wonderful difference it's made in my gray hair!

"Silver Curl gives me the softest, most *manageable* waves ever. Now my gray hair is my most attractive feature. And now I *like* what my mirror tells me!"

EASY TO DO! Even If you've never had a home permanent, you can have a Silver Curl with ease. Silver Curl is *self-neutralizing* . . . no extra steps. You just apply waving lotion—wind up curls—rinse and let dry. That's all!

GOOD NEWS! Silver Curl by Toni has now Fresh Air Waving Lotion . . . odor-free as a wave can be! And it gives a *longer-lasting* wave than any other home permanent!

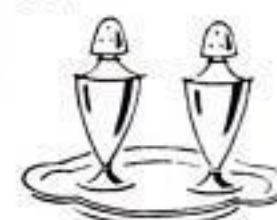
© Silver Curl

How to Make a **WOW** of a **Cocktail!**



Fill glass with
ice-cold
tomato juice...

Add a pinch
of salt and
pepper...



Add a teaspoon
of **FRENCH'S**
Worcestershire
Sauce—
**THAT'S
ALL!**





Grown just for pies!

Orchard-fresh slices—

that bake into the most luscious apple pies ever!

Lots more delicious, lots less work!

This is the wonderful *new* way to make mouth-watering pies . . . with firm, crisp, juicy apple slices ready for your own spicy seasoning.

The choicest apples grown! Only Comstock brings you such carefully selected *cooking* apples . . . *northern* beauties, famous for zesty flavor. The kind of apples that cook up firm

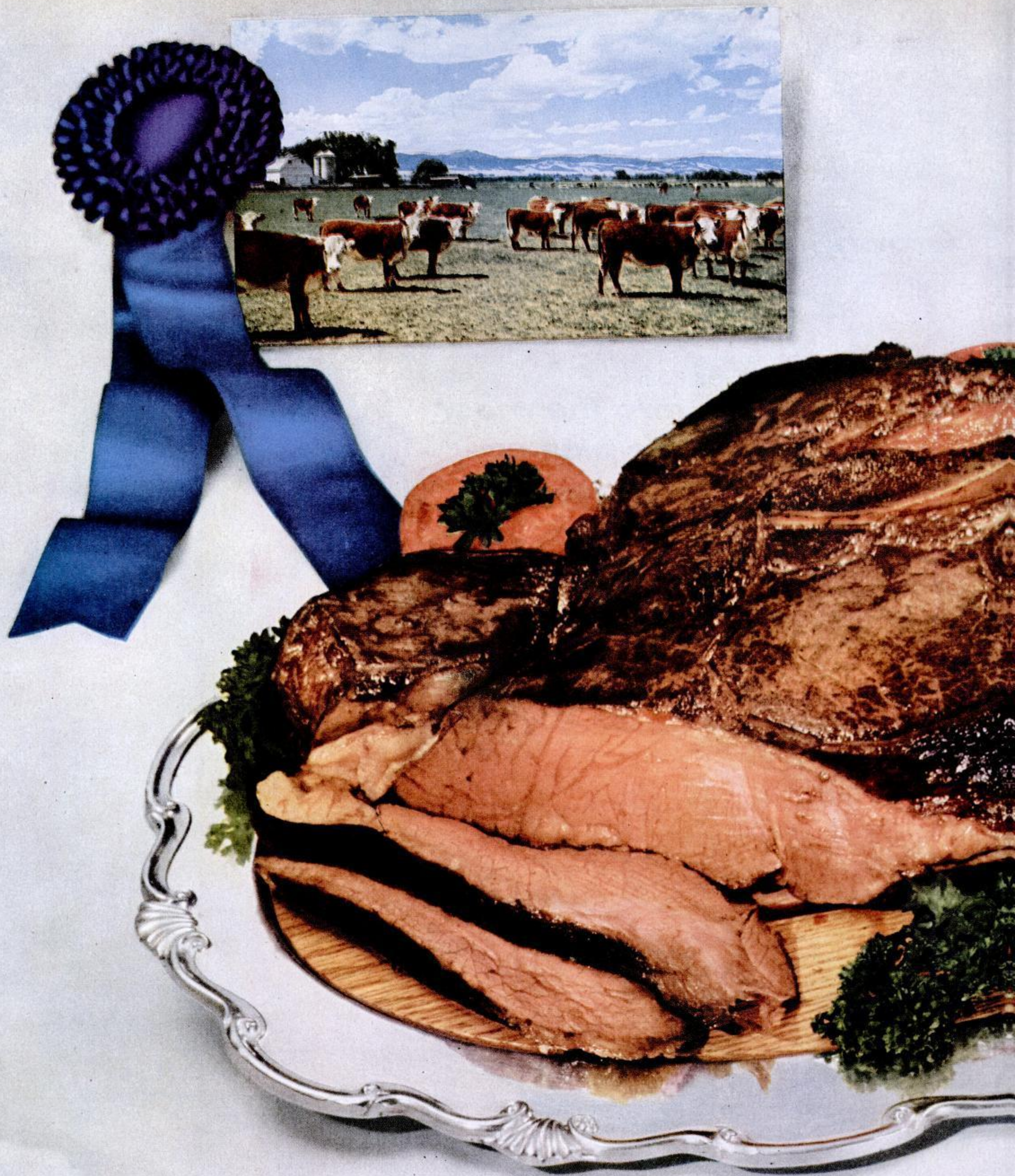
and tangy, never mushy or bland.

Peeled, cored and sliced for you, then packed in clear, sweet apple juice to seal in flavor. You bake a *better* pie with Comstock Pie-Sliced Apples, and do it oh, so *easily*! Yet they actually cost less than ordinary store apples. Try them, won't you? You'll find every Comstock pie you bake does you *extra* proud!



Comstock *the makin' of your bakin'!*

CHERRY • PEACH • BLUEBERRY • PUMPKIN • MINCEMEAT • STRAWBERRY • PINEAPPLE • APRICOT • APPLE — COMPLETE PIE FILLINGS



Nothing finer in American taste...



Calvert RESERVE



New handsome bottle—same fine Calvert

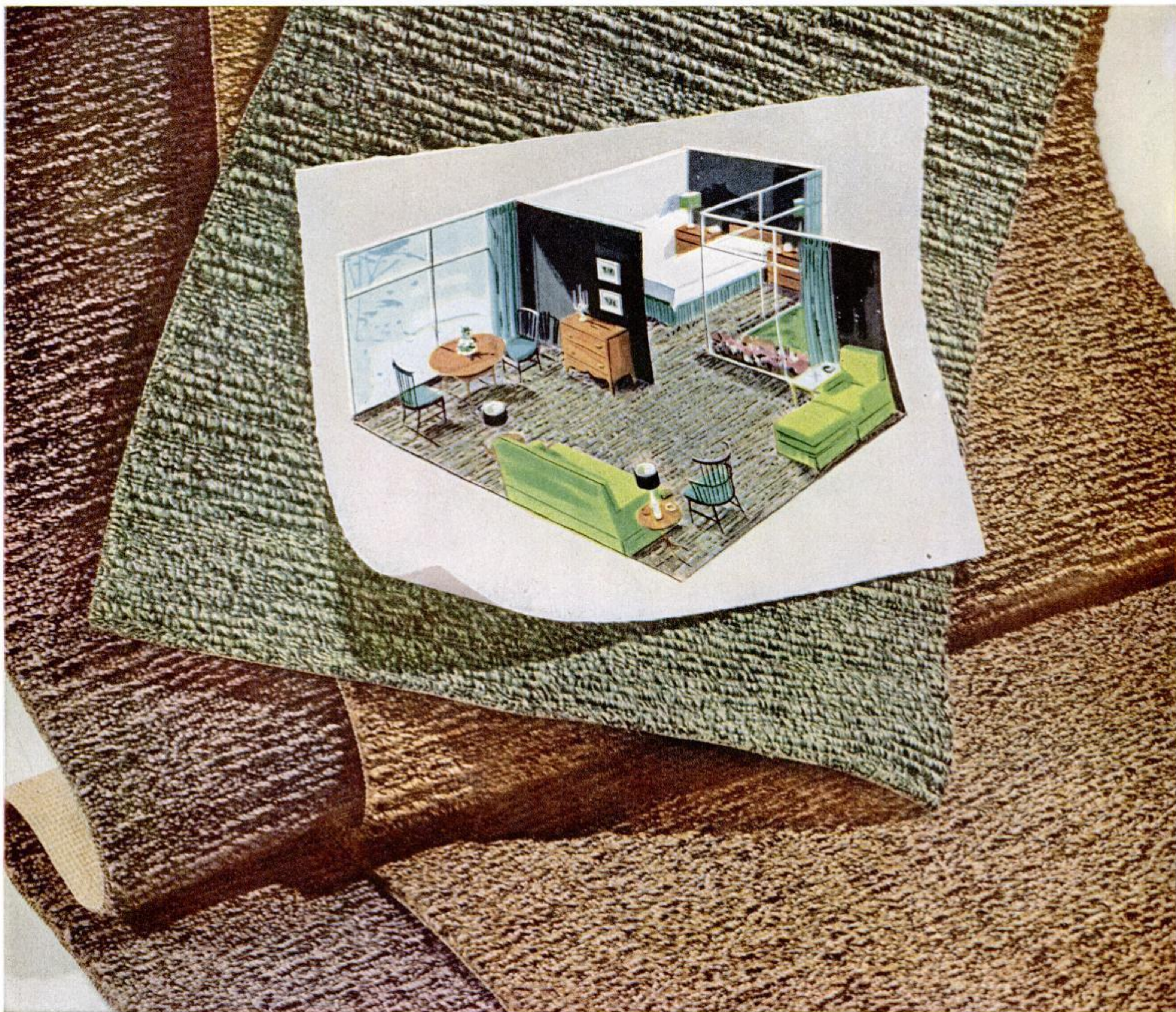
Americans enjoy good things. They like prime steak, and prime whiskey, too. That's why so many call for Calvert. It has a hearty American flavor, smooth and

rich-tasting. Calvert is the kind of whiskey guests notice and appreciate. Serve congenial Calvert Reserve to-night. It's always at home with good American living.

IN THE GREAT TRADITION OF AMERICAN WHISKEY

CALVERT DISTILLERS CO., N. Y. C. • AMERICAN BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS

Copyrighted material



Made for lovely living, for practical luxury...this
tweed-textured beauty by Bigelow

And you can own it now! Enough Bigelow Mission Trail carpeting for 3 average-size rooms
—only \$390 a week*

If you like casual, California-style living, be sure to see Bigelow Mission Trail.

The multi-colored 2-level design of this new carpeting is perfect with today's informal furniture. Its 9 lovely color combinations have a magical way of hiding footprints and scuff marks... which means, of course, that Mission Trail's *really* easy to care for!

And how wonderfully comfortable it is! Carpeted in lovely, tweed-textured Mission Trail, any room becomes warm and inviting.

Yes, home means more with carpet on the floor—especially if it's a Bigelow. So don't wait. Buy yours the Bigelow way: enjoy it while you pay for it.

***Easy monthly payments.** Ask your Bigelow retailer to arrange easy monthly terms. When you pay by the month, enough Mission Trail broadloom to carpet 3 rooms from wall to wall costs only about \$3.90 a week. You can also buy room-size Mission Trail rugs and other lovely Bigelows on easy terms.



Bigelow

Number 1 name in Carpets



For a fabulous collection of Bigelows in a wealth of colors, textures and patterns, visit the Bigelow Sample-Bar. No bending or hunting. What an easy way to shop!

FRESH PRETTY FACES FOR FALL

**TV demand brings on new girls
and gives Caesar a third 'wife'**

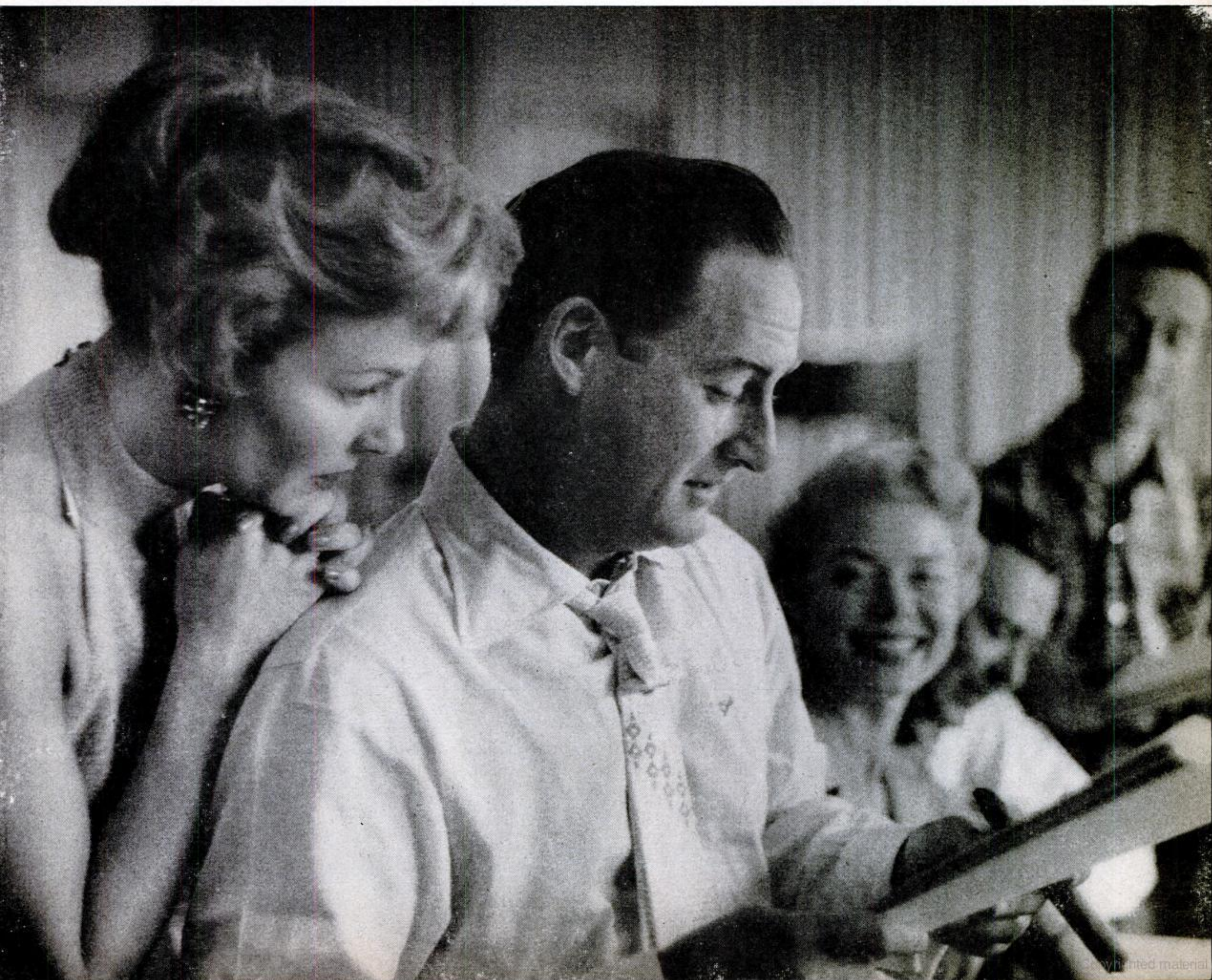
What almost every American man and boy wants his television set to provide is more and more beautiful women. With no loftier aim than to please this half of the population, TV producers are off to a fast start this fall with a larger-than-ever assortment of pretty faces and figures for big network programs. On these pages, LIFE gives a sampling of new girls who will dress up the season's TV shows.

In addition to being good-looking, some of the TV girls must show dramatic or musical ability. But many of them are simply foils, seen more than they are heard. To the girls, the TV demand for their looks or talents means months of steady work and the assurance that they will be seen by a larger audience on the networks in two or three weeks than most movie and stage stars can draw in a couple of years. But none of them expects to grow old in her new role. Janet Blair (see cover) is the third TV wife Comedian Sid Caesar has taken on in five years—following Imogene Coca and Nanette Fabray. Of all the season's new girls, she has the biggest and most demanding assignment. A veteran performer, she has starred in shows on Broadway and in the title role of the movie *My Sister Eileen*. On TV she will have to sing, dance, act and cope with Caesar's frequent ad-libbing. "She's got a quick wit," says Caesar, "and that's for me."



NEW PARTNER FOR A TOP COMIC

Janet Blair first played with Sid Caesar when he was a singing, slaphappy sailor in the movie *Tars and Spars* in 1946 (above). Now, after a series of successful stage and movie shows, she rejoins him in role of his TV wife on his NBC Saturday night show. Below, at rehearsal, she looks over Caesar's shoulder to read a script.





KENT NOW AT POPULAR FILTER PRICE

NOW you can enjoy America's most flavorful, largest-selling premium cigarette without paying a premium price for it!

Here's what makes it possible to bring this good news to America's smokers:

- A complete, new, ultramodern plant—the most efficient cigarette factory in the world—is now in production on KENT.
- New, high-speed machines are turning out thousands more packs per hour of smooth-smoking, easy-drawing KENT.

You'll find a *double pleasure* now in smoking flavorful KENT cigarettes.

You'll be getting the pleasure of a truly fine smoke . . . for KENT is still the same *quality cigarette* with the rich, full flavor, the easy-drawing Micronite Filter that have helped it outsell all other premium brands.

And you'll enjoy the extra pleasure of getting

this premium smoke at a popular price. For now KENT—King Size and Regular—costs no more than average filter brands.

The new price is in effect now. So pick up a pack or carton of KENT today and discover this double pleasure for yourself.

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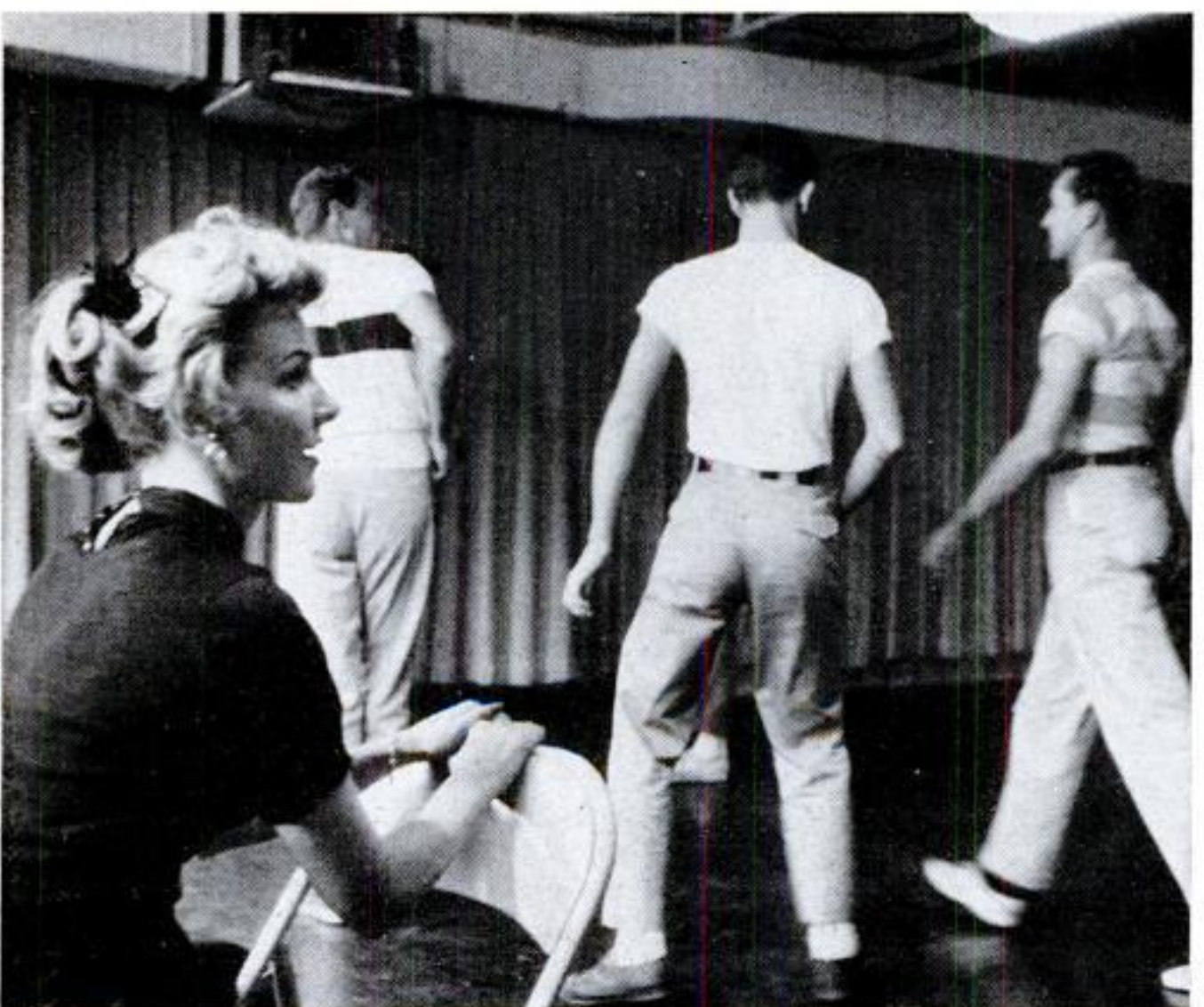
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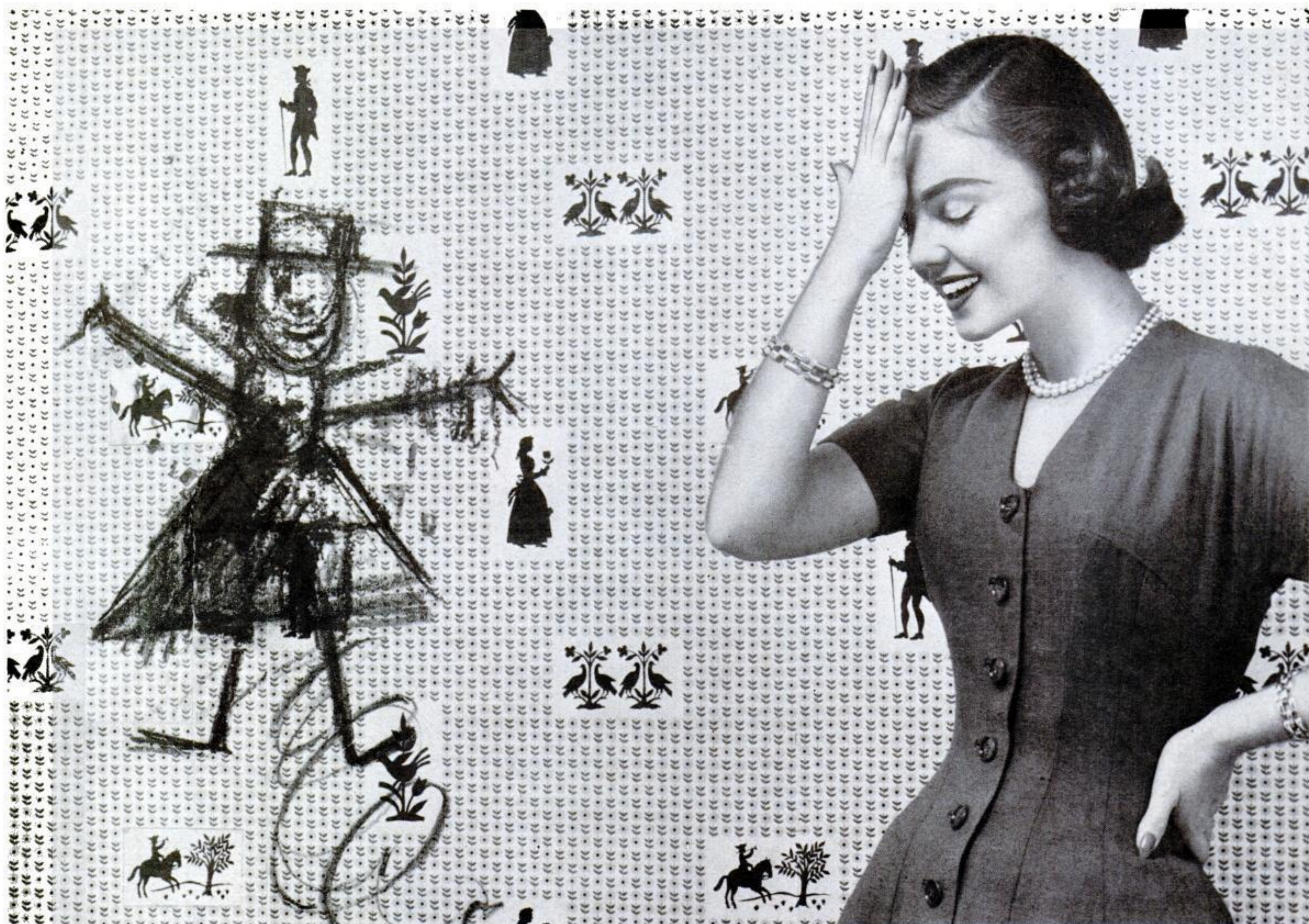
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TV GIRLS CONTINUED



VETERINARIANS' HELPER

Ex-nightclub hoofer May Wynn plays the role of receptionist to two veterinarians in NBC's *Noah's Ark* series produced and directed by TV tough man Jack Webb. Injured animals play supporting roles.



WHOLE SOME PRESSER

Nancy Hadley helps operate a dry cleaning shop and distracts the photographer next door in CBS's *The Brothers*. Miss Hadley was a fashion model but gave it up. "I was too healthy looking," she explains.

SIREN FOR A SHY BOY

Lita Milan plays the always rebuffed temptress who cannot keep her eyes off shy Wally Cox in NBC's *The Adventures of Hiram Holliday*. In the opening shows she wears cat costume, does apache dance.



BRIGHTENING UP A SHOW'S START

Here 21-year-old Sandra Rehn, a serious student of acting, is running through her entire 30-second appearance in a studio bathtub on the first of Comedian Jonathan Winters' NBC series. Her job is to introduce the weekly program with some scene like this. She is guaranteed at least one speaking line on every show.

Darrell Stuart

Or how to paint your way up the ladder

"You hear a lot of talk these days about the danger of big companies getting bigger.

"What people overlook is that every big company creates opportunity for small ones to start and grow strong. I'm a good example.

"I quit school at 15 and went to work as an apprentice painter. When I was 22 I started a little decorating business in Santa Barbara, California.

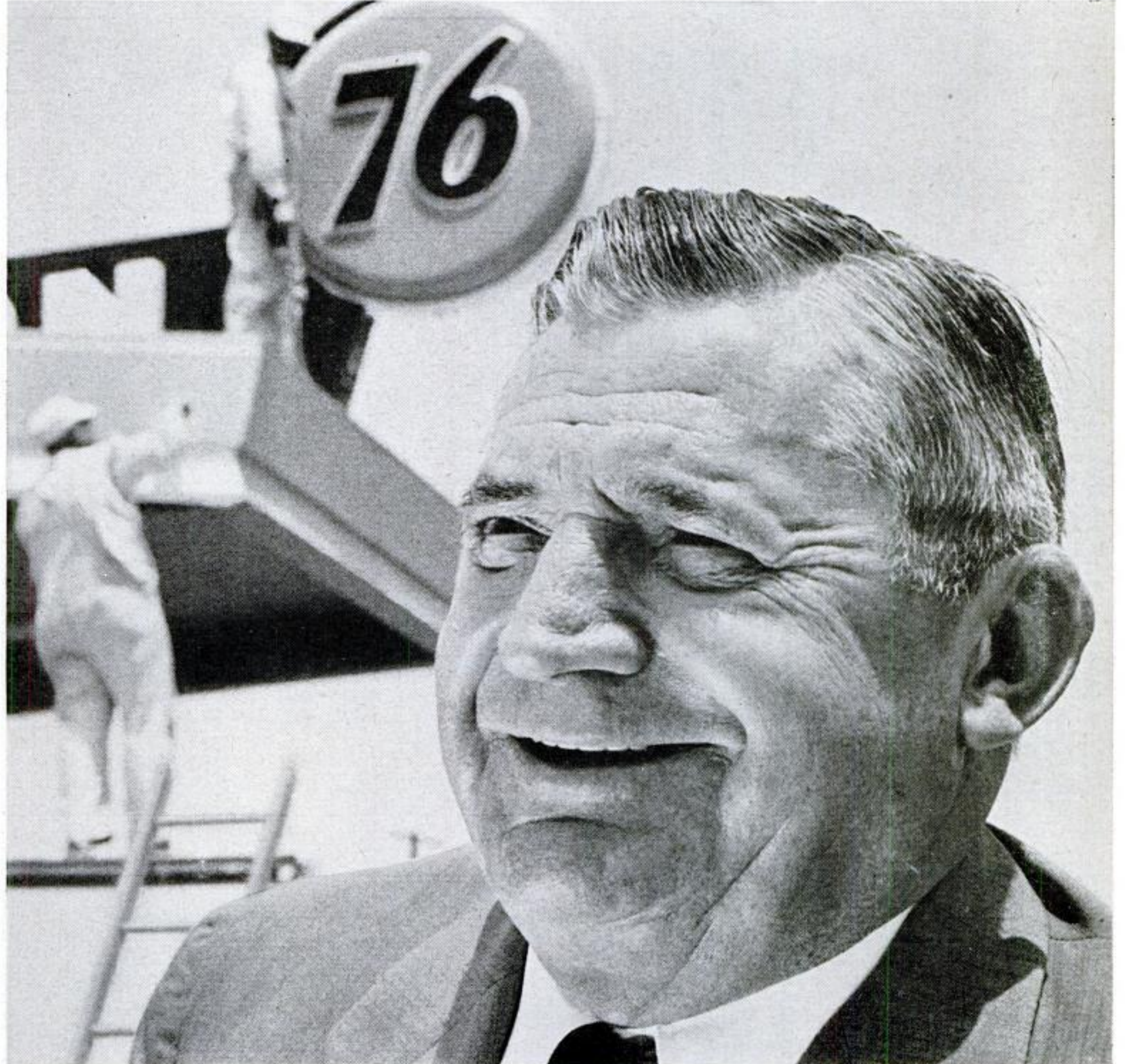
"In 1930—when I was 33—I had an idea I could do better by specializing. So I bid on painting a Union Oil service station. I got the contract, gave my decorating business to my superintendent, and started to specialize.



DARRELL STUART, PAINTING & DECORATING, 1919

"I had a truck, a hired hand, and \$1000 I'd borrowed from the bank. I did a better paint job on that first station than Union had ever been able to get for the money—and still made \$40. As a result, I kept getting more contracts—and borrowing more money. Profits I put back into the business for equipment.

"Today, Darrell Stuart Inc. gets most of the paint work for Union Oil's marketing department, and a sizeable amount from other depart-



DARRELL STUART: "BIG BUSINESS IS THE BEST FRIEND AND CUSTOMER SMALL BUSINESS HAS."

ments, too. We still bid competitively on every job—and still do a better one than Union itself can do any other way.

"We employ over 200 people, work 92 trucks and own our own building, mortgage-free. Last year we grossed over a million dollars.

"But the point is: if Union Oil hadn't given me the chance, I'd never have had the incentive to come this far. In my book, big business is the best friend—and customer—small business has!"

* * * *

Last year our customers paid us a record \$368,760,900. That's strictly big business.

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Many of these companies—like Stuart's—have grown with us. As long as we continue to do a better job, there's a good chance some of those small companies will be the big ones of tomorrow.

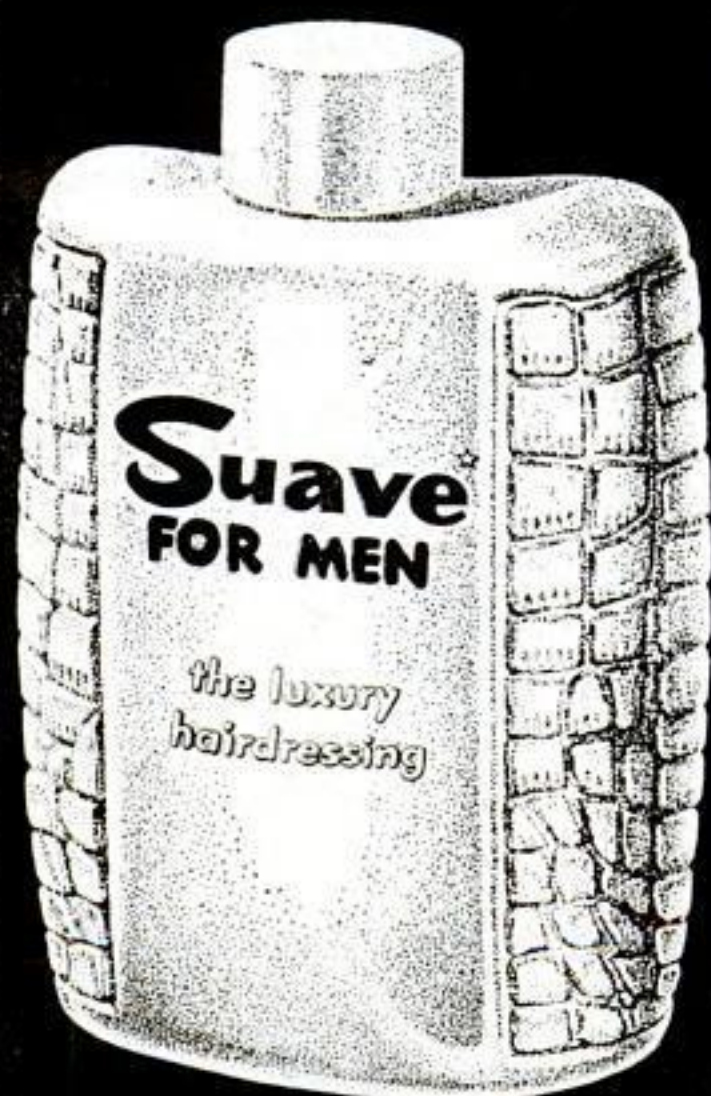
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Trial size 60c
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TV GIRLS CONTINUED



OUTDOOR GIRL IN A CAMP

Joyce Holden plays role of a counselor who works in a girls' camp and falls in love with a nearby ranch foreman on Walt Disney's *Spin and Marty* series on ABC-TV's daily *Mickey Mouse Club*. "I'm good at canoeing and at swimming and I sit a horse good," Joyce says, "and that's why I got the role."



SCOTTISH LASS IN BROOKLYN

First of TV's musical situation comedies is *Hey, Jeannie* on CBS. It stars British-born Jeannie Carson who plays role of Jeannie MacLennan, a Scottish lass who, among other improbable employments, drives a taxicab about Brooklyn. Actress made her television debut in the U.S. in *Best Foot Forward*.



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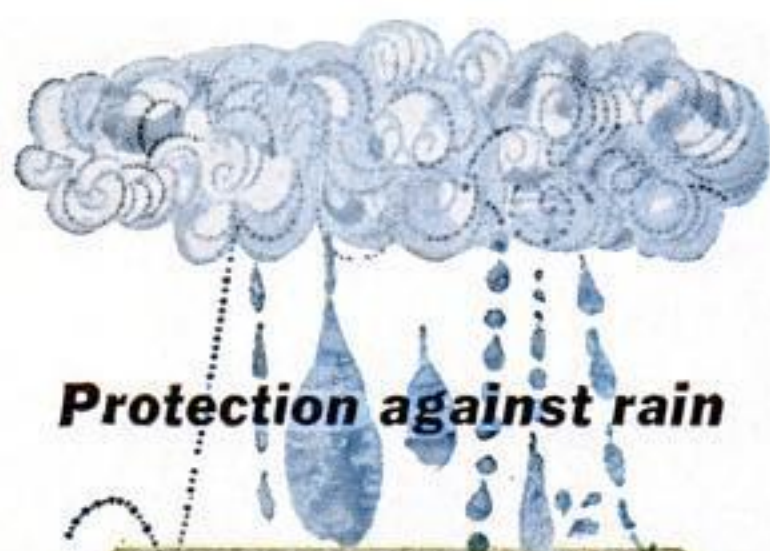
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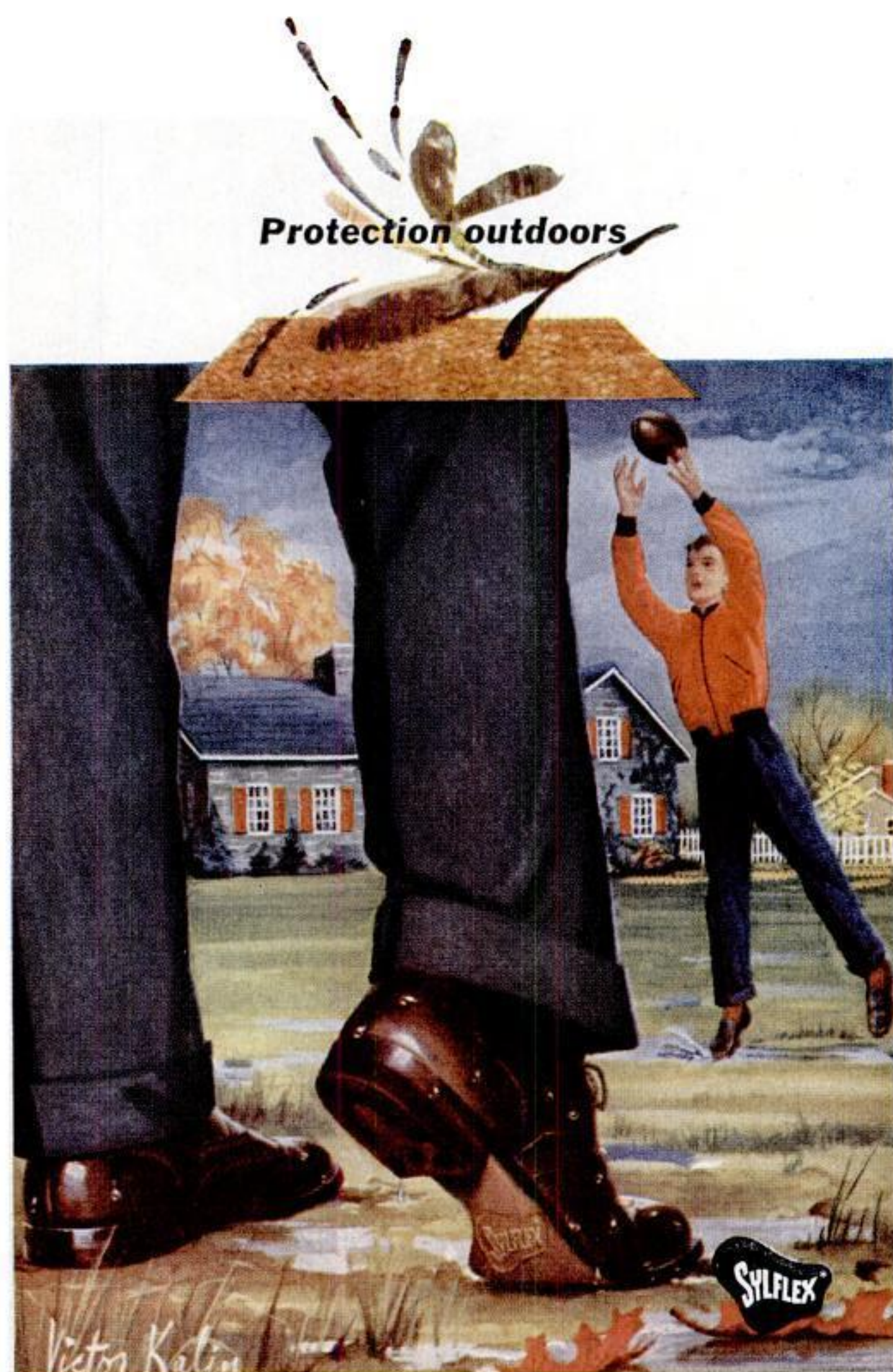
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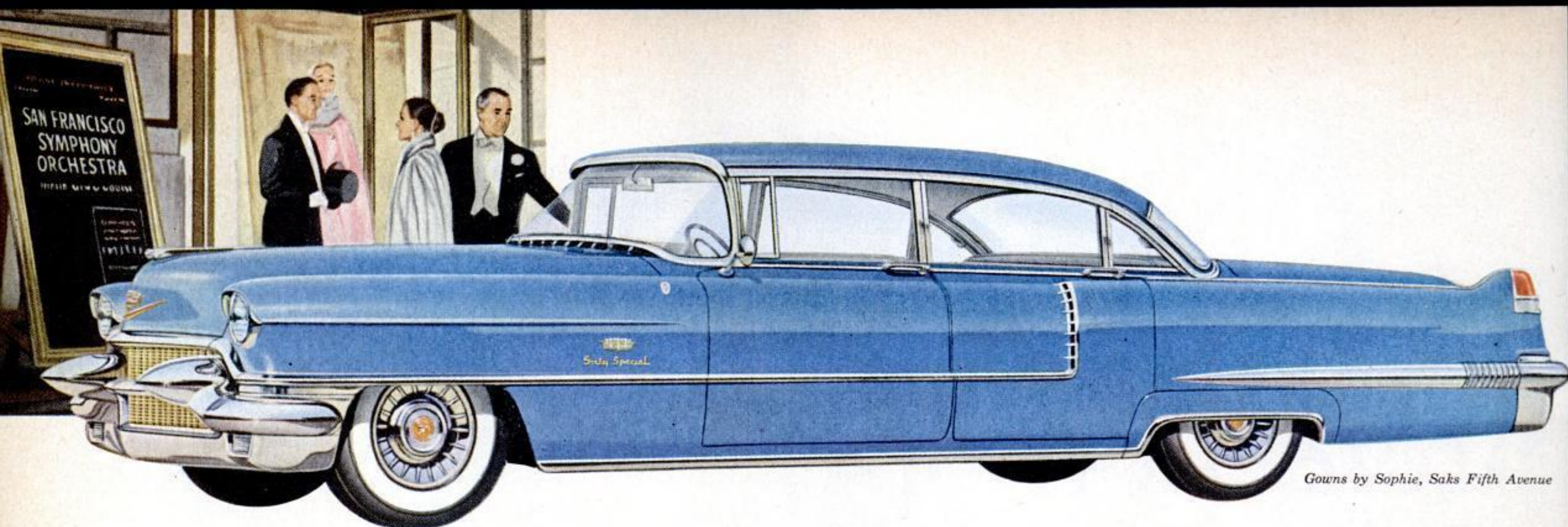
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MARCHING DOWN A HANDSHAKE LINE OUTSIDE ALPHA DELTA PHI HOUSE, A GROUP OF FRESHMEN RUSHEES (RIGHT) ARE WELCOMED BY FRATERNITY MEMBERS

FRATERNITY RUSHING

Illinois observes the national college ritual on a mass production scale

Early this month, two weeks before classes began, nearly 900 freshmen were swarming over the Urbana campus of the University of Illinois. They were on hand for rush week at the self-proclaimed fraternity capital of the world: Illinois has 58 different fraternities, more than any other college. After four jam-packed days spent visiting and revisiting 50 houses (the other eight carry on their rushing later), 784 new men had been pledged. After initiations, total fraternity membership at Illinois would stand at 2,900 of the 11,000 undergraduate men.

Filled to virtual capacity, the fraternities at Illinois reflect the sturdy position of the fraternity movement through the U.S. Since 1946, on 300

campuses, the number of national fraternity chapters has jumped from 2,600 to 3,500. Undergraduate membership has increased 60% to over 200,000. The growth in numbers has been matched in part by a new growth in responsibility. Often condemned as anti-intellectual, many fraternities now encourage scholarship by competitive awards. To meet charges of discrimination all but seven national groups have removed racial eligibility clauses from rules. But on only a few campuses has there been any effective move to admit Jews or Negroes—who, in many places, have their own fraternities. Improved if yet far from perfect, fraternities still exert the traditional rush-week fervor shown on following pages.



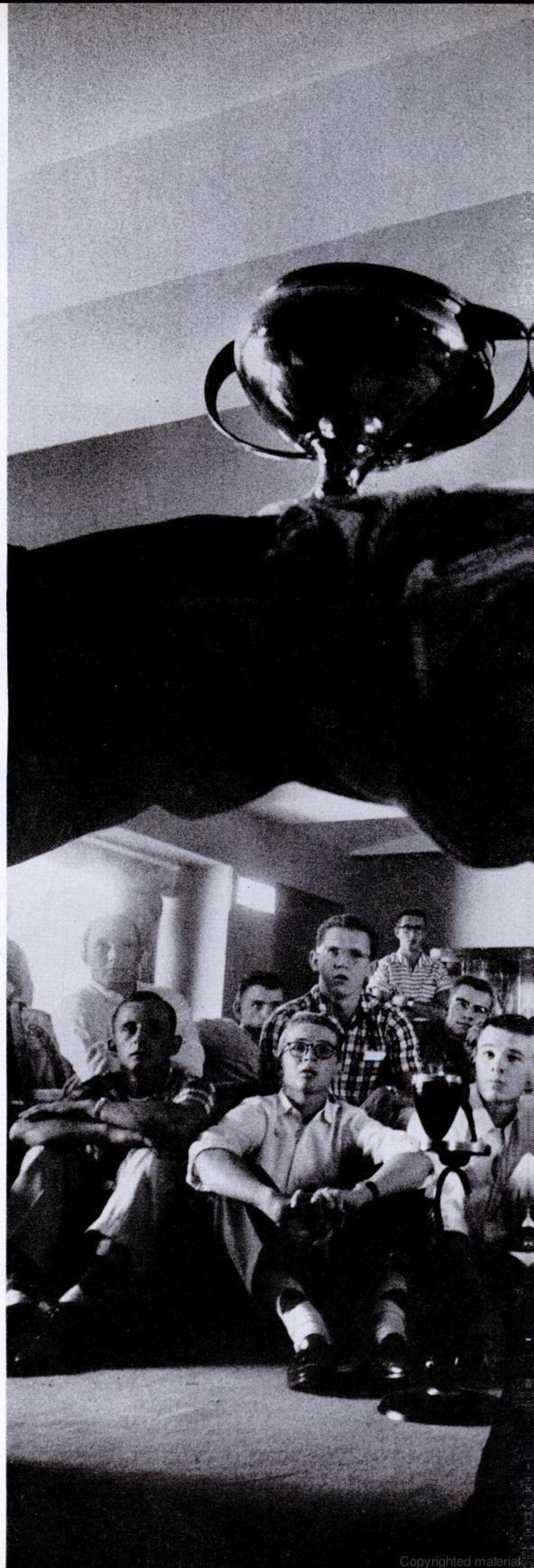
ATTENTIVE RUSHEES attend university briefing session night before formal rushing begins. Advised on behavior, they were told: "Be honest, not modest."

SELL IN LOW KEY

The fraternities at the University of Illinois began formal rushing this summer when they mailed rush-week invitations to the freshman class. Some of the better prospects were visited in person. Of 3,500 incoming men, 898 elected to sign up for organized rushing, which is supervised by the university. On the campus, organized into groups, they spent the first three days in daily visits to six fraternities they had chosen. On the first visit they met the members and toured the house but were given no long sales talks. All the while they were being intensively scrutinized by the upperclassmen. By the second or third day, each fraternity had classified the men it liked and those it did not, using a rich slang all their own. Then the low-pressure sell turned high pressure (*next page*).



EAGER BROTHERS at the Beta Theta Pi fraternity stand on the front porch of their house, ready to greet a group of rushees who are waiting on the sidewalk.



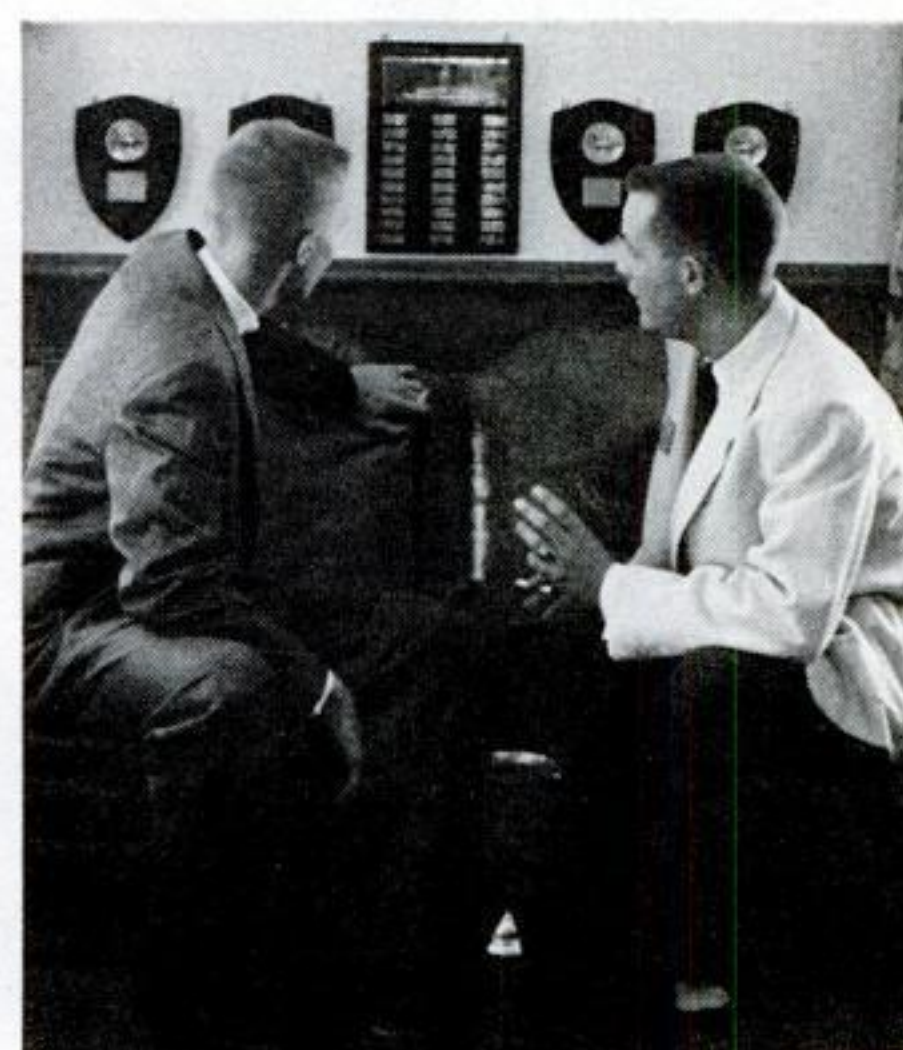


ATHLETIC PROWESS at the Delta Chi fraternity is demonstrated by Don Torny, a sophomore who

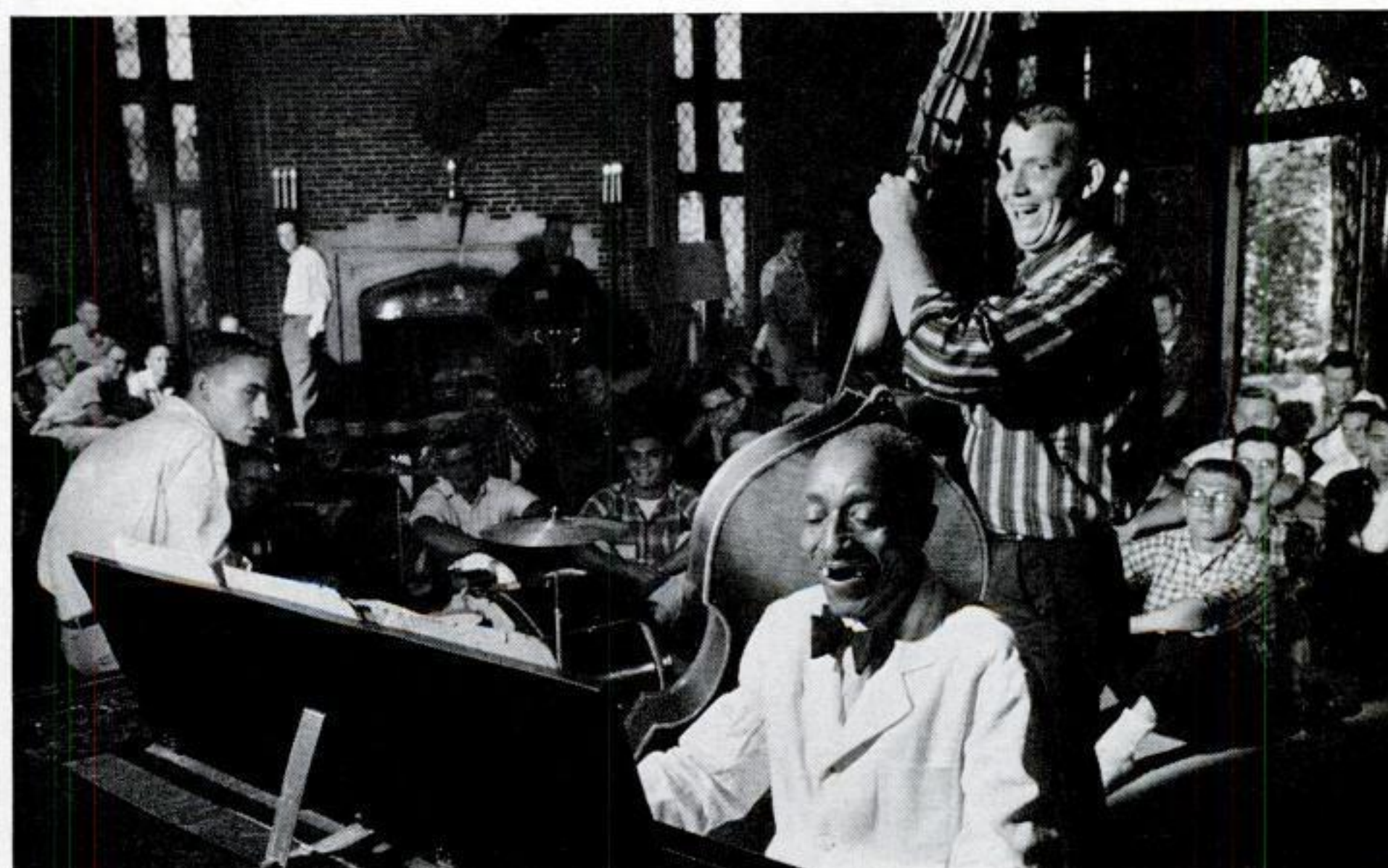
holds Big Ten tumbling championship. Here, before visiting freshmen, he performs mid-air somersault.



HOUSE FACILITIES, including a washroom, are shown to a rushee (*foreground*) at Phi Delta Theta.



SCHOLARSHIP PLAQUES won by the Beta Theta Pi house are explained by member to rushee (*left*).



HYPNOTIC STUNT (*left*) is performed at Sigma Alpha Epsilon. The subject is rigid between tables.

JAZZ TRIO, consisting of two brothers and house porter at the piano, entertains at Alpha Delta Phi.

TURNING ON THE HEAT



ON THE MARCH, to the accompaniment of the fraternity marching song, rushees join members of Alpha Delta Phi chapter in a living room ritual designed to give the visitors an idea of the house spirit.

IN HOT BOX (see glossary below) at Kappa Sigma, a sharp boy (back to camera) hears some high-pressure selling—"Let's talk about brotherhood. . . . We really want to do something to get you." →



FRATERNITY GLOSSARY

- SHARP BOY:** A rushee who is considered great material for a house.
FACE MAN: A rushee who is good-looking but not necessarily sharp.
JOCK: An athlete, as a "track jock."
HASH SESSION: Meeting at which a fraternity rates its rushees.
FLUSH: To reject a rushee.
CROCK: An undesirable rushee, who gets flushed at the first hash session.
CLOSET CASE: A crock considered so bad he must be secluded and not allowed to mingle with other rushees.
40-POUND ROBIN: A crock so persistent he keeps after brothers, weighing them down like an oversized bird.
FURNITURE: A rushee not thought good enough to pledge but personable enough to make house look full.
HOT BOX: Situation in which brothers turn the pressure on a sharp boy.
HOT: A sought-after rushee.

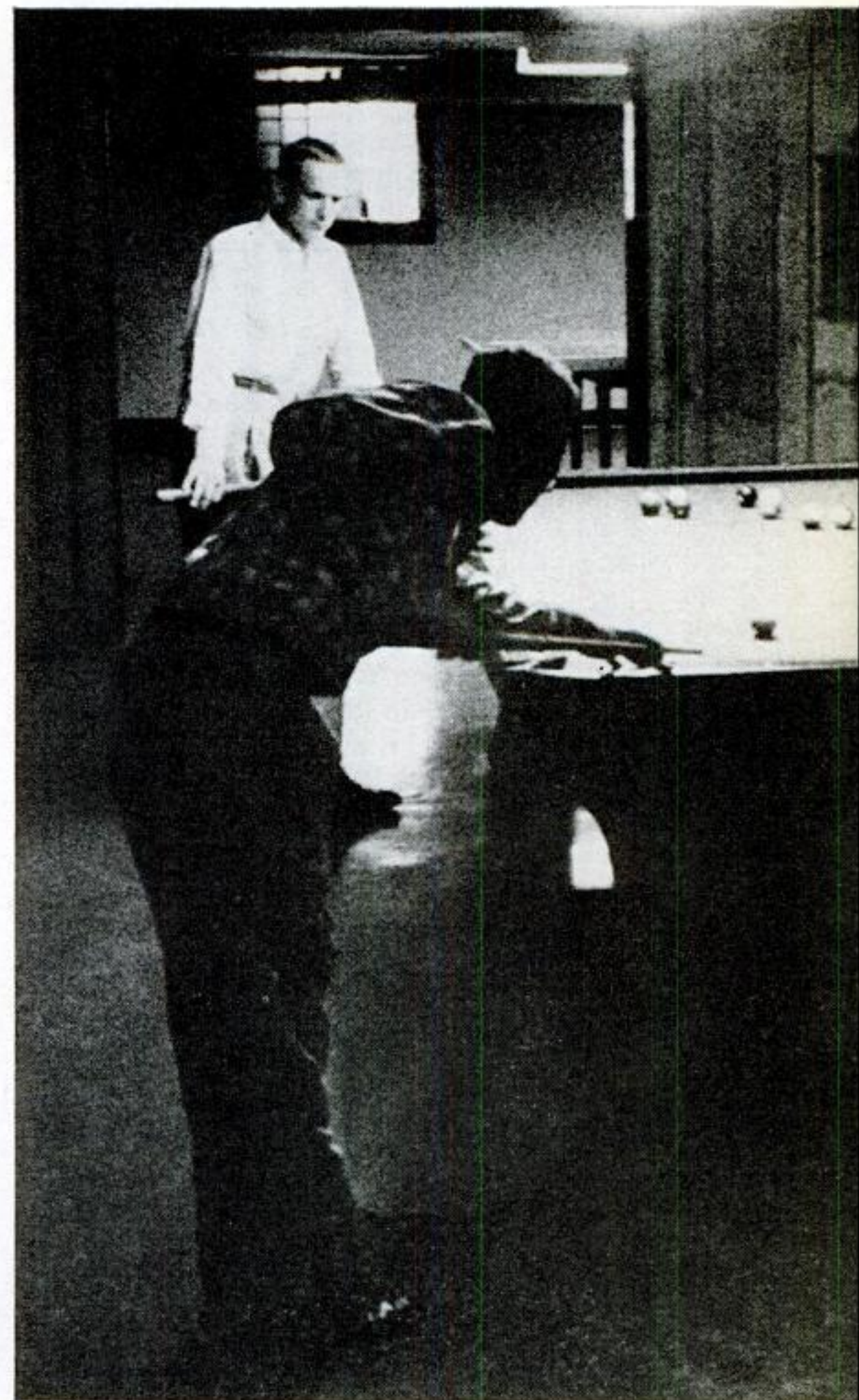
THE RUSHEES FRATERNITIES SEEK



TOP STUDENT Tom Anderson, 18, of Aurora, Ill., was number one man in his high school class. A scholarship holder, he planned to join a fraternity but said, "Primarily I'm here for an education."

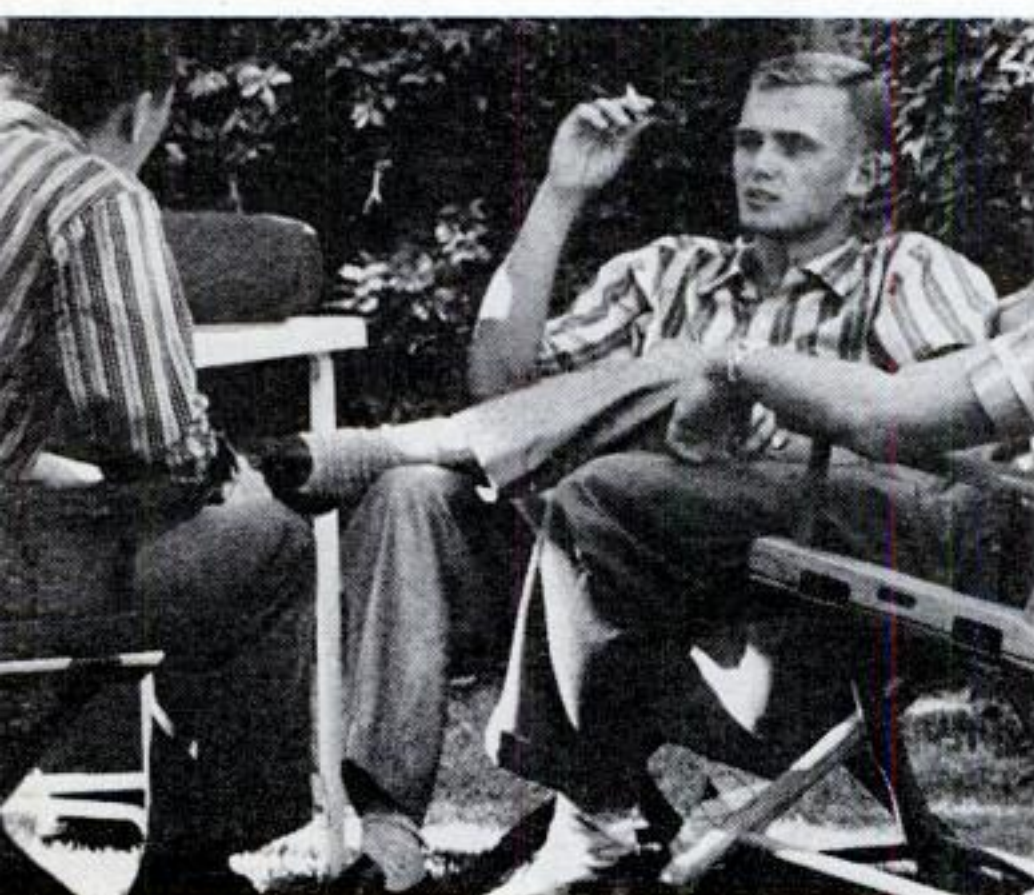


STAR ATHLETE Jim Bowers, 17, of De Kalb, Ill., is holder of national prep mile championship. Personable and bright, he was one of the most sought-after of all the freshmen going through rush week.



CLOSET CASE at Delta Upsilon is shunted to the basement to play pool with bored brother (*rear*) assigned to keep him out of sight. Another house, however, might consider this rushee a sharp boy.

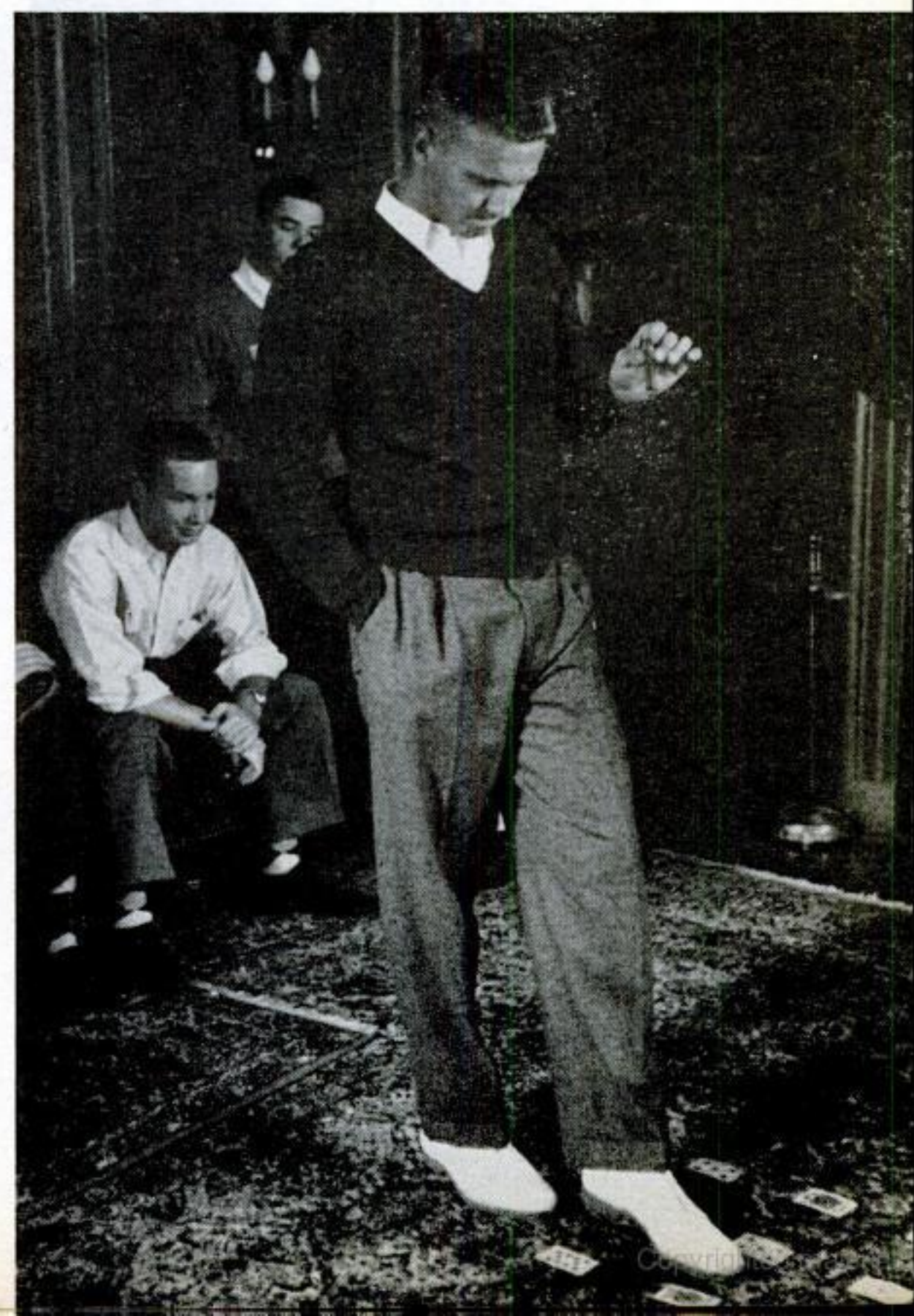
CROCK SQUAD, three brothers given job of keeping crocks away from the hots, conscientiously entertain their charges at the Beta Theta Pi house with a mental telepathy trick involving playing cards.



SMOOTH DRESSER Jake Blevans, 18, of Danville, Ill., is a natty prospect. "I think I have good taste in clothes," he says, "and I guess others think so, too." He was president of his class at high school.



BIG WHEEL Gordon Kaplan, 18, of Chicago, was an outstanding leader in activities at high school. Confident in all the houses he visited, he said, "I let things take their course and see what happens."



CONTINUED

TOUGH DECISIONS BY ALL

In the long and arduous task of classifying the rushees, fraternity men meet in frequent hash sessions like the one at right. With the fraternity president or a rushing chairman usually presiding, names are taken up one by one.

"Listen up, men!" the chairman barks. "All right now, who had Bill Jones?"

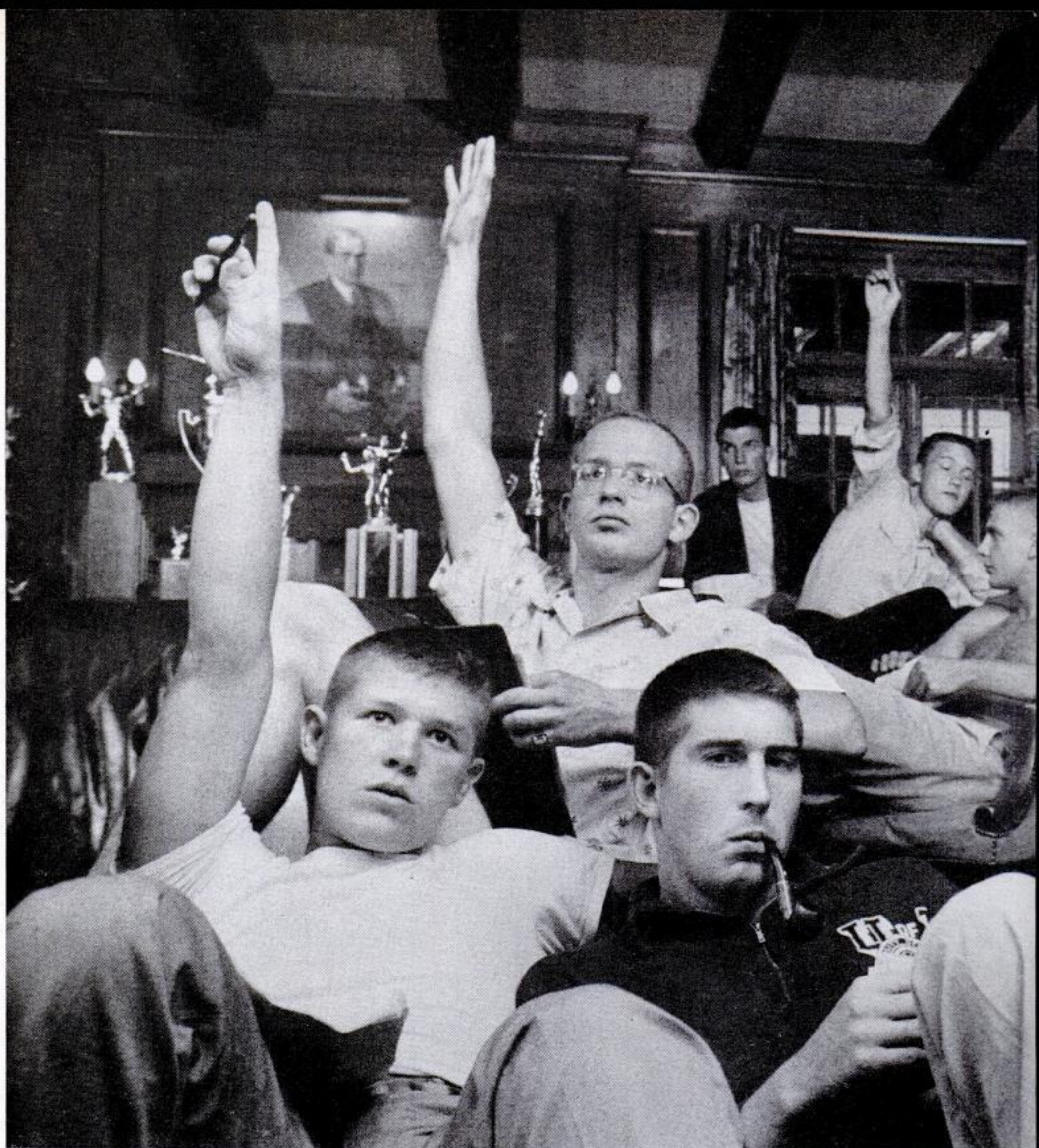
"He'll never be a dater, he's practically married . . ." says a voice, "but I think he's really hot."

"Let's give him an A," says the chairman, and all the brothers raise hands or snap fingers to indicate agreement.

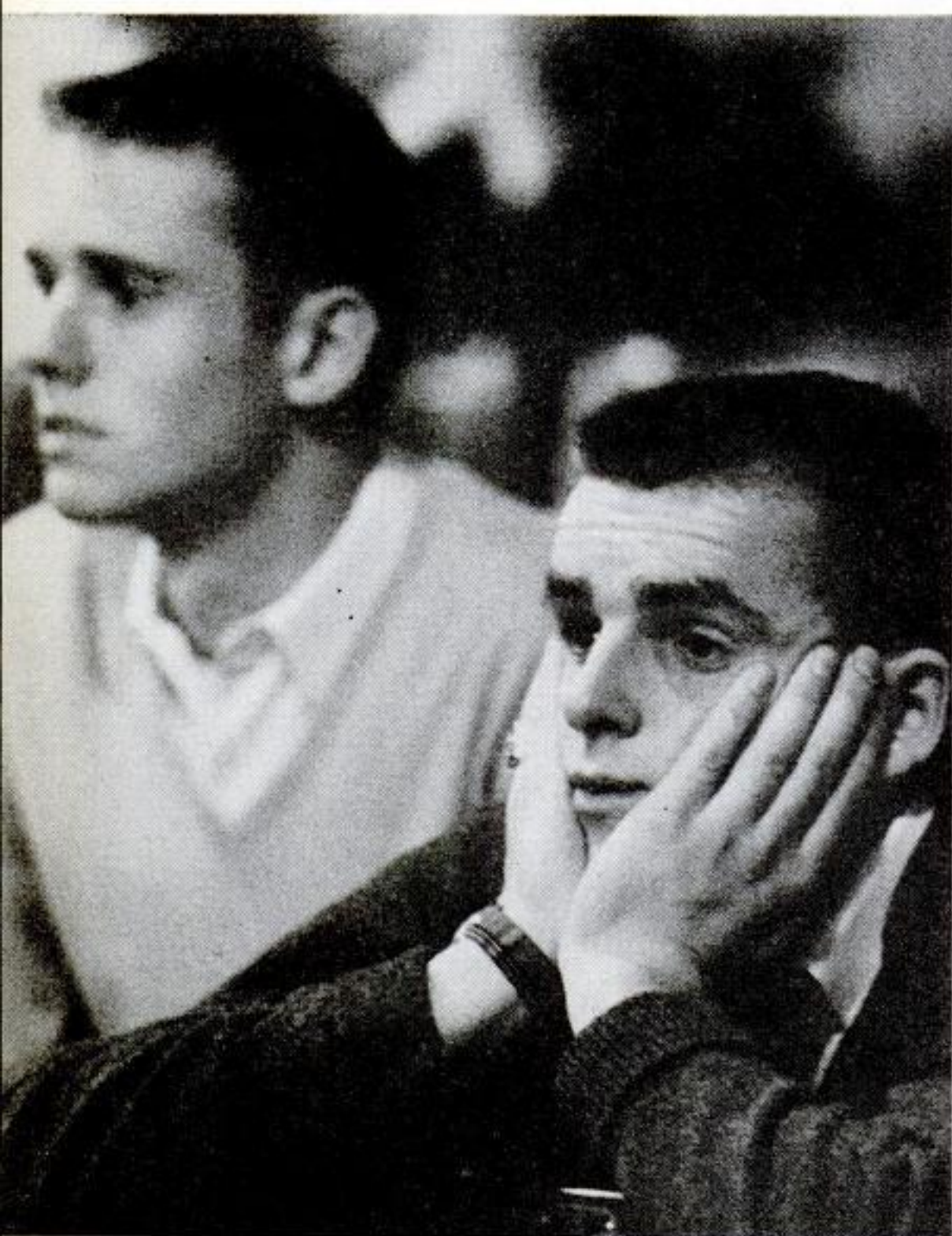
A brother says, "Let's flush Smith right away—he's just a face man. . . ." Another yells out, "Don't let Brown get away—we have no other piano players. . . ."

And so it goes until Friday night when, after the last weary session, each house turns in to the rush-week office its final list of bids.

That same night, in the university auditorium, anxious rushees mark down first, second and third choices. For some, already invited to join by the house of their first choice, the job is uncomplicated. For many, unable to decide which house they prefer, the choice is agonizing. But for almost all, as one rushee said, "it's the biggest decision next to getting married."



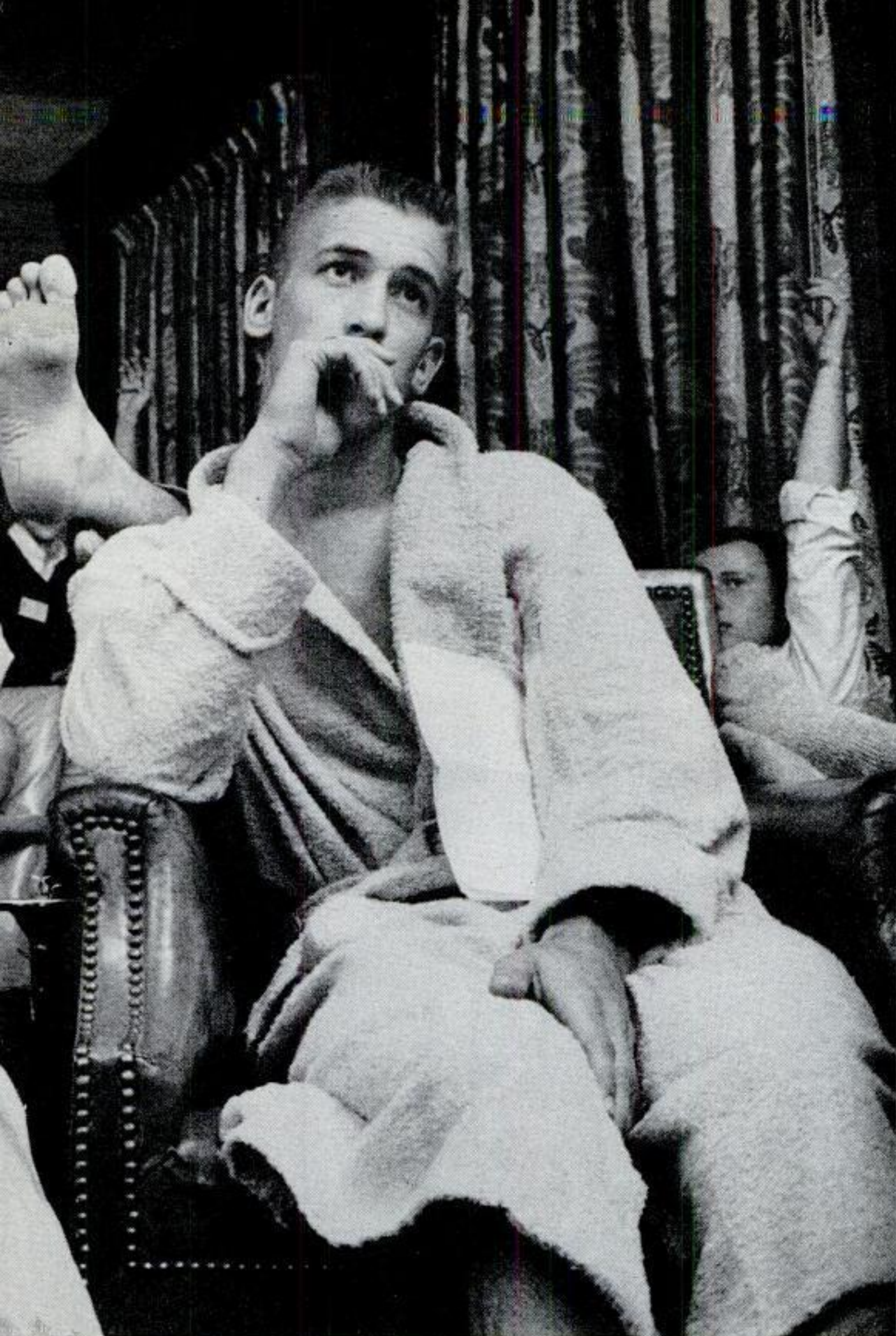
IN AN EXHAUSTING HASH SESSION AT BETA THETA PI HOUSE, BROTHERS VOTE THEIR PREFERENCE FOR



THOUGHTFUL as they ponder final decisions, two rushees recall their impressions of houses visited.

PERPLEXED by choice they must mark on preference cards, rushees sprawl over seats in auditorium.





A RUSHEE. GOING THROUGH LIST OF 130 NAMES, THEY DEBATED UNTIL 3 A.M.



MATCHING THE BIDS from fraternities against the preferences of the rushees, members of the Interfraternity Council staff work steadily through the night.



RACING FOR THE NEWS, rushees bolt through a just-opened door to pick up the envelopes which will tell them what fraternity—if any—they have made.

SMILES FOR NEARLY ALL

At 11 o'clock on Saturday morning, as they tore open their envelopes, the rushees came to the end of a nerve-racking week. For 75 men, the news was bad. They got no bid at all. "It makes you kinda lose faith in yourself," said one. "I hate to face my folks and my girl," declared another.

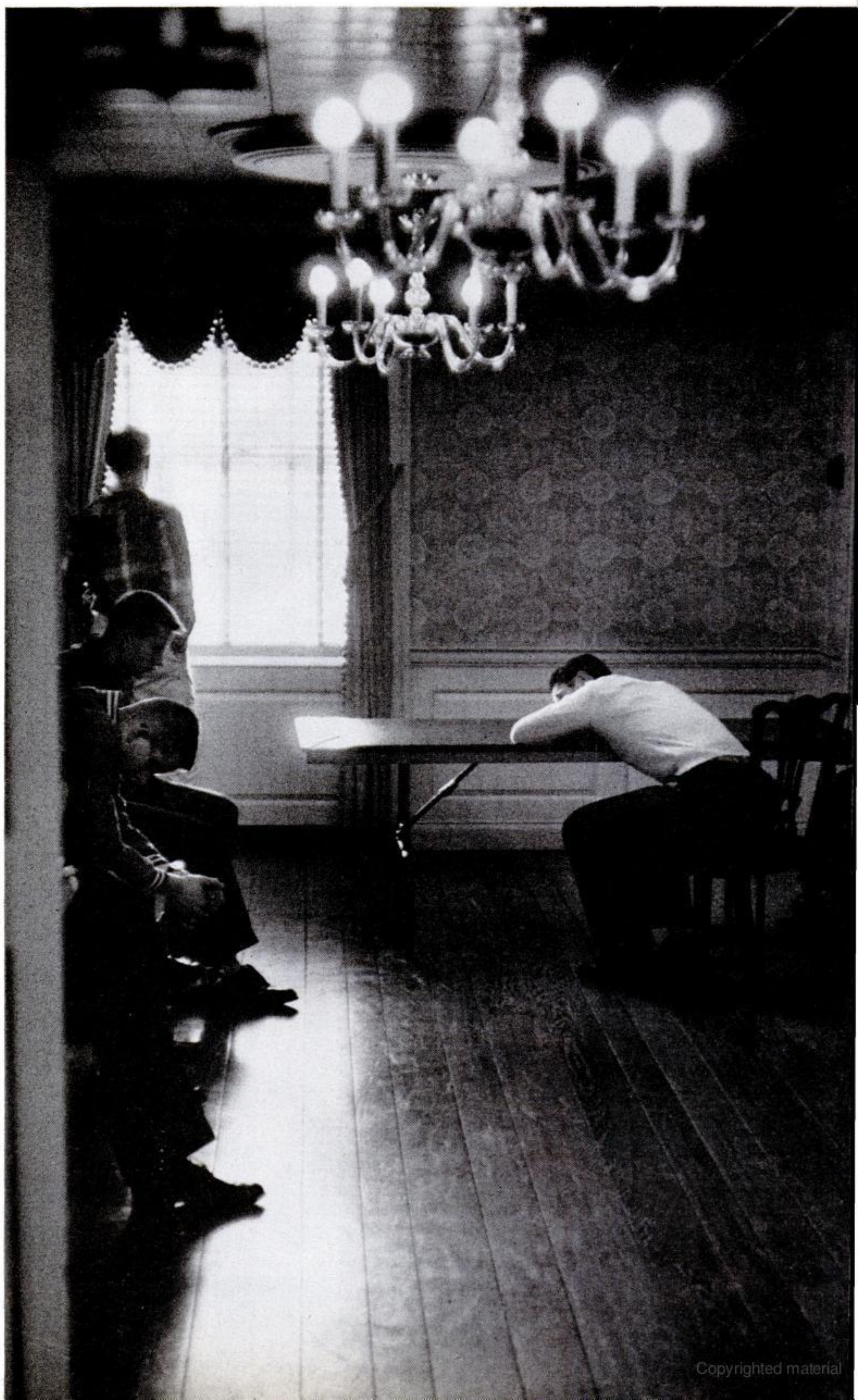
But bids came to 784 others, most of them from fraternities of their first choice. Among the winners were some last-minute entrants who, having had no success at the houses they

had chosen to visit during the first three days, had been allowed to rush extra houses on the fourth. There they had proved successful.

Because the university has found that there is a house for almost anybody, if he can just find it, informal rushing will be permitted to begin again this week. Now, with yet another chance, the losers of yesterday may also come to share the feeling of one new pledge who said, "Now I know I belong someplace, that I'm not alone here among 19,000 people. . . ."



TEMPORARY LOSER Ted Allison tells student counselor (*top*) he rushed wrong houses. Allowed to rush elsewhere, he tried Chi Phi (*middle picture*), was a hit there (*bottom*) and was pledged.





← **DEJECTED LOSER** (*opposite page*) slumps over a table in a university hall after getting heartbreaking news: none of the six fraternities he first rushed invited him back on Friday. Even three other fraternities he rushed the last day gave him no bid. Temporary losers at left were luckier: all finally pledged.

BEAMING WINNER, Gordon Kaplan (*p. 145*), receives his pledge pin from an upper-class brother at the Sigma Alpha Epsilon house, the fraternity of his first choice. Driven there Saturday morning in a Cadillac of a member, Kaplan moved in right away, bags and all, to begin a four-year life in his new home.



EVERYBODY GAINS from smooth-riding

You, the driver, enjoy the trip more than ever when you ride modern velvet-smooth Asphalt pavement.

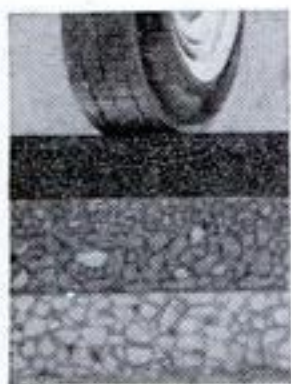
It's quiet . . . and you relax. The seamless surface has no expansion joints . . . to play a monotonous thump . . . thump . . . thump on your nerves—to send shivers of vibration through your car.

You see the center-line clearly as it guides you safely day and night. And since Asphalt absorbs glare, there are fewer bright reflections to strain your eyes.

And you, the taxpayer, gain by having more miles of wider up-to-date roads for your tax dollars . . . made possible by the lower cost of modern Asphalt construction. Find out more about how everyone gains from modern built-to-endure Asphalt highways. Write for the new booklet "... From The Ground Up."



modern **ASPHALT** highways

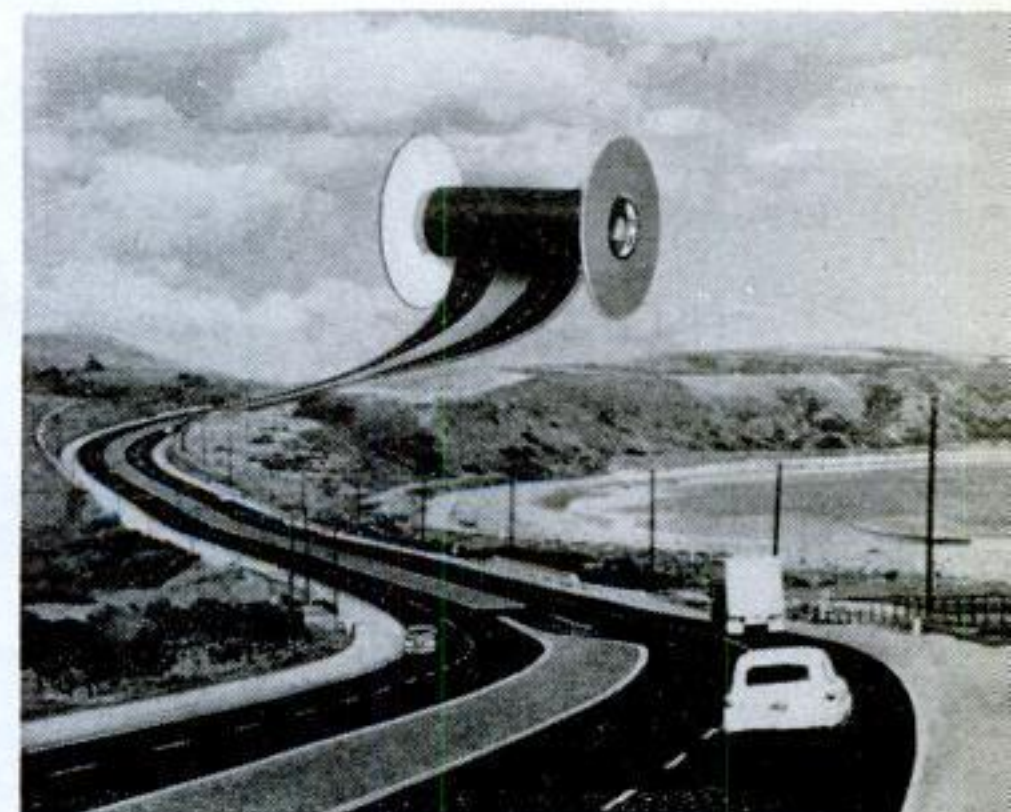


Engineered for rugged wear!

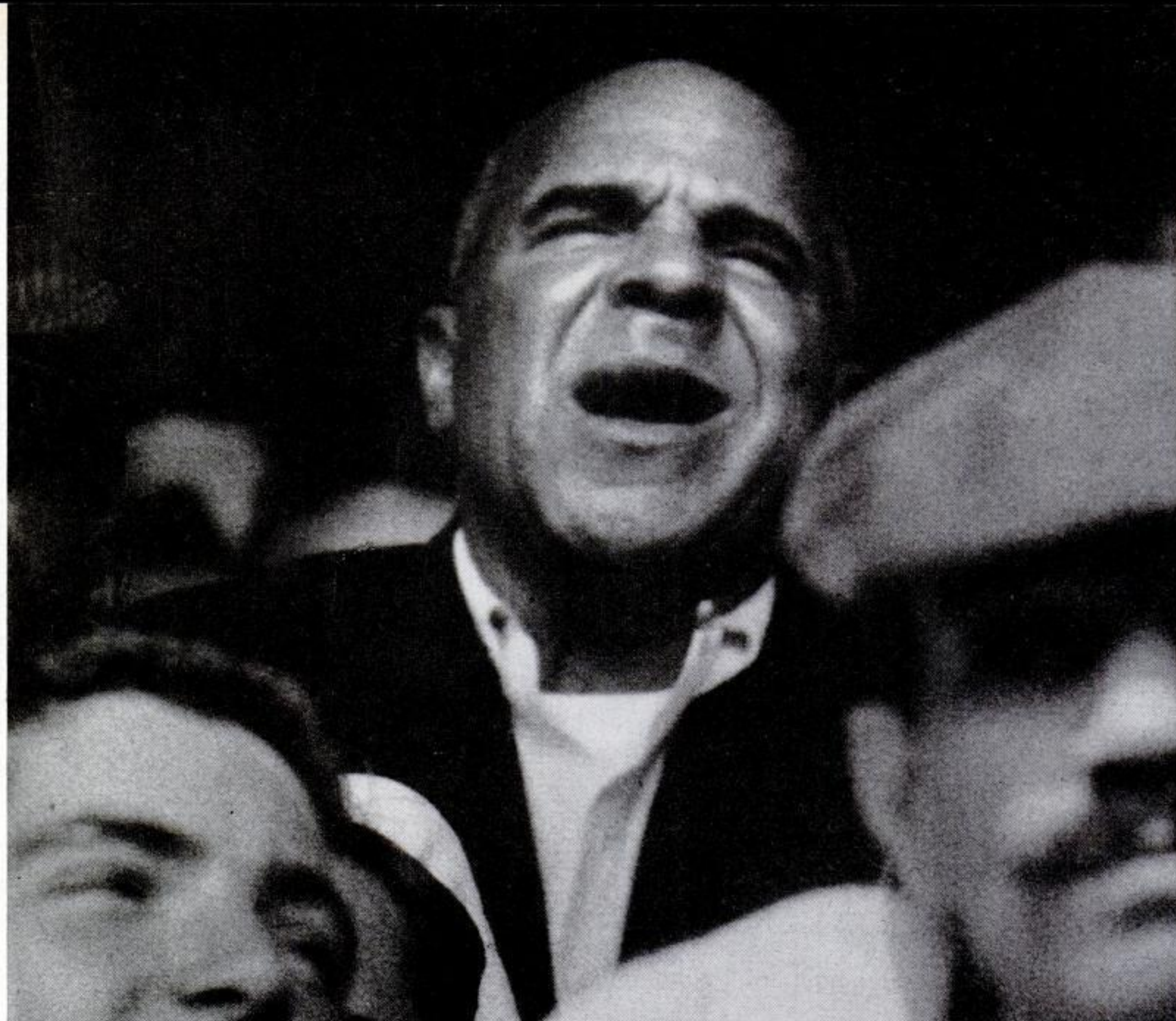
Modern Asphalt highways are scientifically constructed from the ground up for today's and tomorrow's heavy traffic. And these durable, dependable Asphalt highways provide more miles per taxpayer dollar!

Weekend traffic calls for extra care in driving. Your engineers are providing you with many miles of good roads. Your safety depends on how you use them. Obey the laws. Be courteous. Drive carefully.

THE ASPHALT INSTITUTE Asphalt Institute Building, College Park, Maryland



Ribbons of velvet smoothness . . .
MODERN ASPHALT HIGHWAYS.



AGONY OVERTAKES EMOTIONAL BROOKLYN SPECTATOR AS A BUDDING DODGER RALLY IS CUT SHORT BY MILWAUKEE

A STRENUOUS RACE FOR THE FANS

The tight pennant fight tries spirit of a diehard Brooklyn spectator and a Milwaukee radio roter

The ups and downs of last week's desperation clash between the Brooklyn Dodgers and Milwaukee Braves were recorded more dramatically by the faces of two fans than by box scores. As the pennant rivals met head-on with the National League lead at stake—and the Cincinnati Redlegs still close behind—the most demonstrative partisan in Ebbets Field's traditionally partisan stands (*above*) gave his emotions an exhausting workout.

Despite his presence on the scene he had nothing on his Milwaukee counterpart, Robert Kahn (*below*) who, like most of his ardent townsmen, radioed-in on the two-game series. Before the teams had split even with Milwaukee maintaining its slim lead there were six home runs, three errors, three double plays and one abortive attempt to steal home. How the two fans reacted to such harrowing happenings is shown on page 155.

ANTICIPATION KEEPS MILWAUKEE'S FERVENT ROBERT KAHN TENSE AT THE RADIO AS THE BRAVES LOAD THE BASES





Jarman LEISUALS—the smart way to casual comfort. Whatever the informal occasion, you'll be completely correct, completely comfortable in a pair of Jarman Leisuals. In handsome, soft and flexible leathers, they're easy on the feet and easy on the eyes. (Also available in a selection of other colors.)

Left: No. J4072. Center: No. J2476. Right: No. J4109—Available at Jarman dealers and stores, \$9.95 to \$18.95 most styles. JARMAN SHOE COMPANY, Nashville, Tennessee, Division of General Shoe Corporation



Jarman

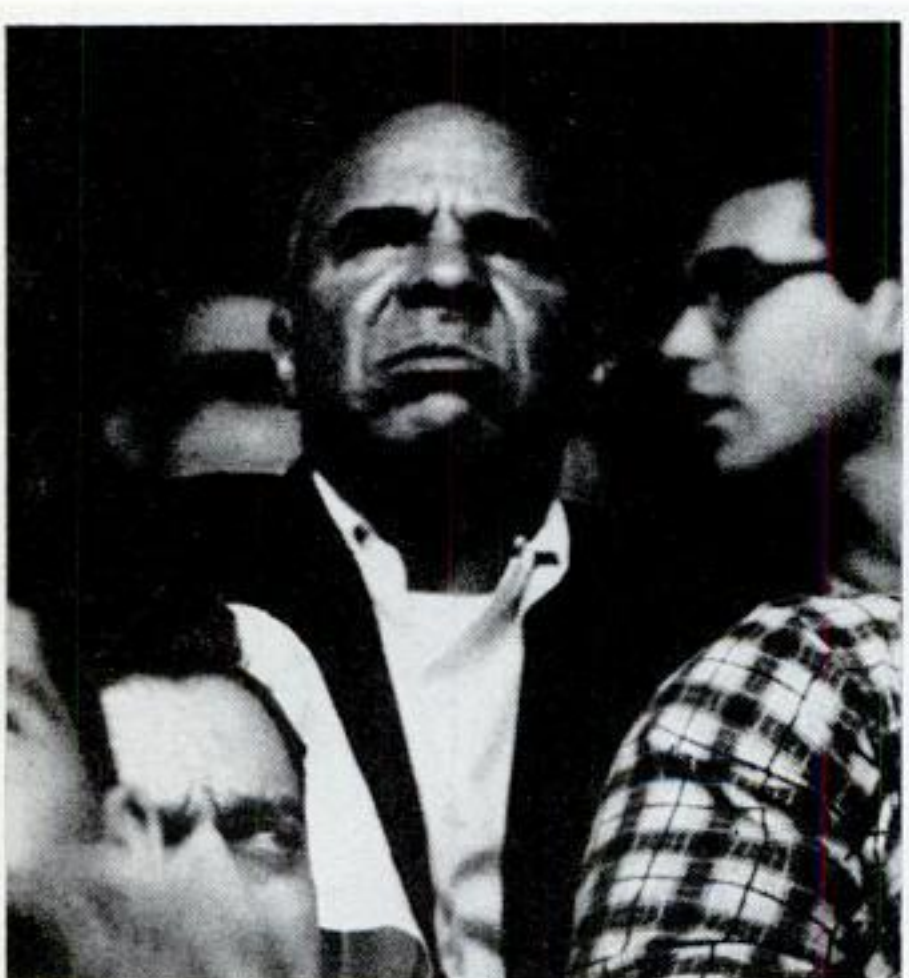
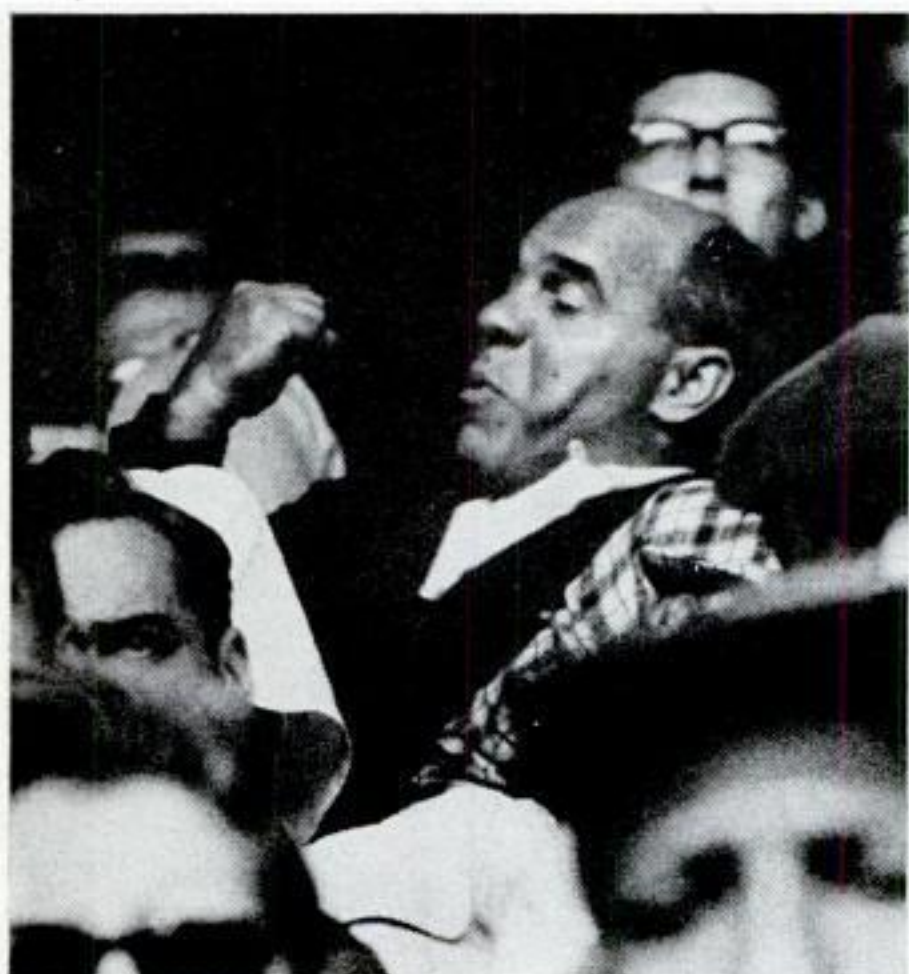
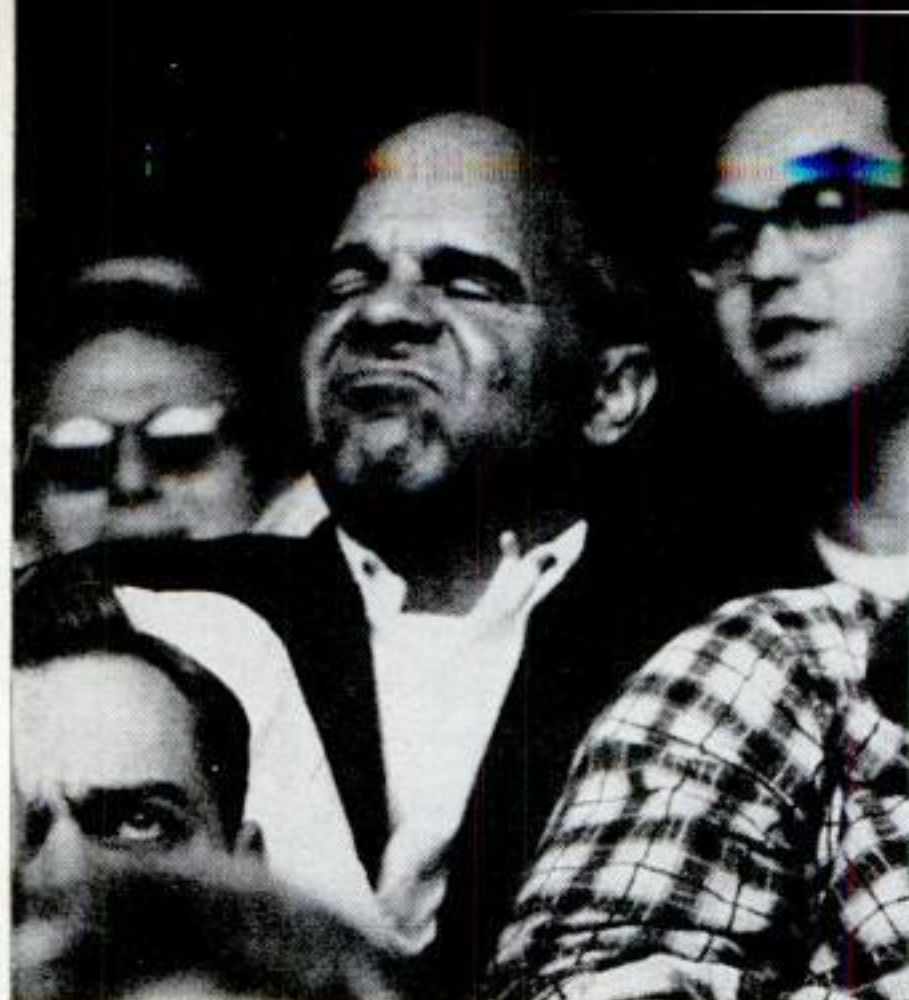
PORTRAITS
IN LEATHER

IF YOU
CAN FIND A
BETTER
BOURBON
...BUY IT!



Ancient Age

Out of Kentucky, the great bourbon country, comes the greatest of them all, mellow, warmhearted, aged to perfection six full years... Ancient Age. We challenge you to find a better bourbon. Kentucky Straight **BOURBON** Whiskey • 6 Years Old • 86 Proof • ©Ancient Age Distilling Co., Frankfort, Ky.



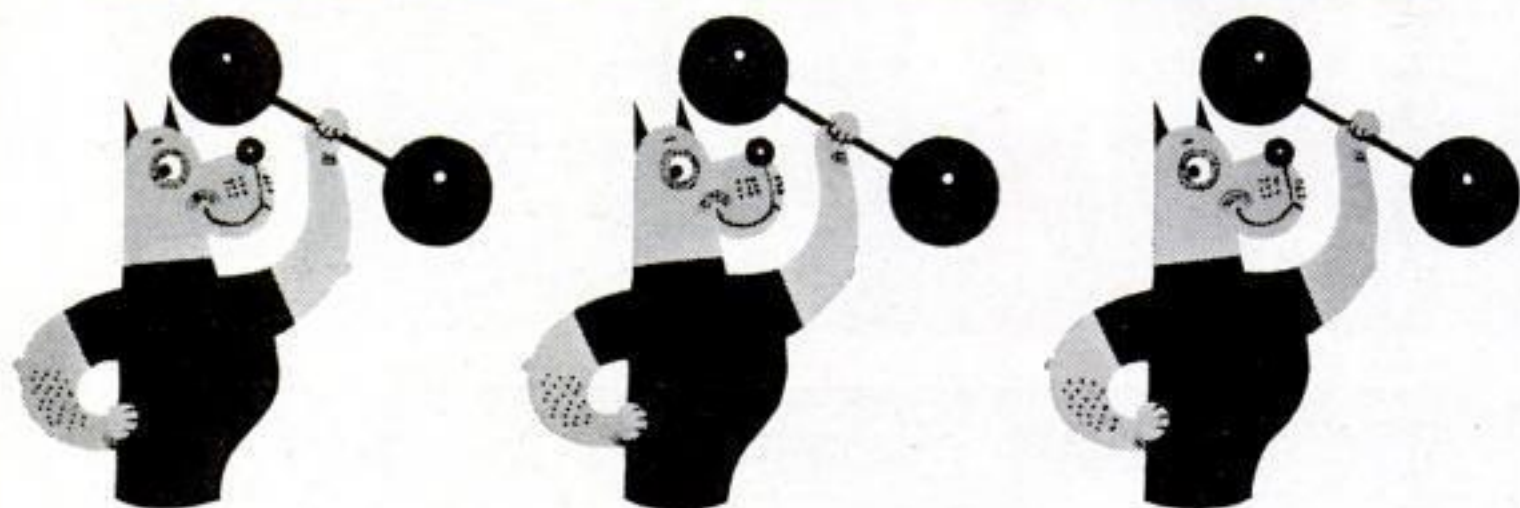
AN INNING AT EBBETS FIELD . . .

For the Dodger fan (*left*) in Ebbets Field and the Braves rooter (*right*) listening to the game in Milwaukee's First Wisconsin National Bank building, the second game was almost too much to bear. In the ninth inning, with his team trailing 8-7, the Brooklynite shows disgust (*top*) as Reese fouls out, belligerent hope as

. . . MEANWHILE, BACK IN MILWAUKEE

Snider comes to bat, leaping joy as Robinson singles, pained resignation as the rally dies. Robert Kahn (*right*) cheers a Braves double play (*top*), tensely follows Bobby Thomson's attempt to steal home (*see p. 156*), worries as a Dodger walks in the seventh, loudly acclaims final out and Braves' victory in the ninth.

PROTEIN



GIVES DOGS THAT TRIM, LITHE LOOK

If there's one thing your dog needs—for trim, lively good health—it's protein, *high-quality* protein. And that's what Gro-Pup has plenty of—about twice as much high-quality protein as most canned dog foods. Protein for firm flesh and muscle—Protein for vigorous health. Whatever else you feed—be sure to include Gro-Pup, the high-protein dog food, daily.



GRO-PUP

HIGH-PROTEIN DOG FOOD

An advertisement of Monsanto . . . Where Creative Chemistry Works Wonders for You



LOVE WOOD? You'll love Monsanto's Rez. Colors wood, won't hide grain. Outside, Rez handsomely protects; inside, brings beauty in depth to wood paneling, cabinetry. For color booklet showing the 13 Rez fashion colors, write: Rez, Box 291, St. Louis, Mo.

Strenuous Race for the Fans CONTINUED



STOPPED IN STEAL, Braves' Bobby Thomson charges into plate (*above*) and is tagged forcefully (*below*) by Catcher Roy Campanella. Thomson, who broke from third on pitch to Chuck Tanner (*at plate*), was fined \$100 by Manager Fred Haney for attempting to steal without his order. But the next night in Philadelphia Outfielder Thomson saved two extra-inning games with long throws to the plate and stood a good chance of having the fine rescinded.



CONTINUED

When friends come to call—

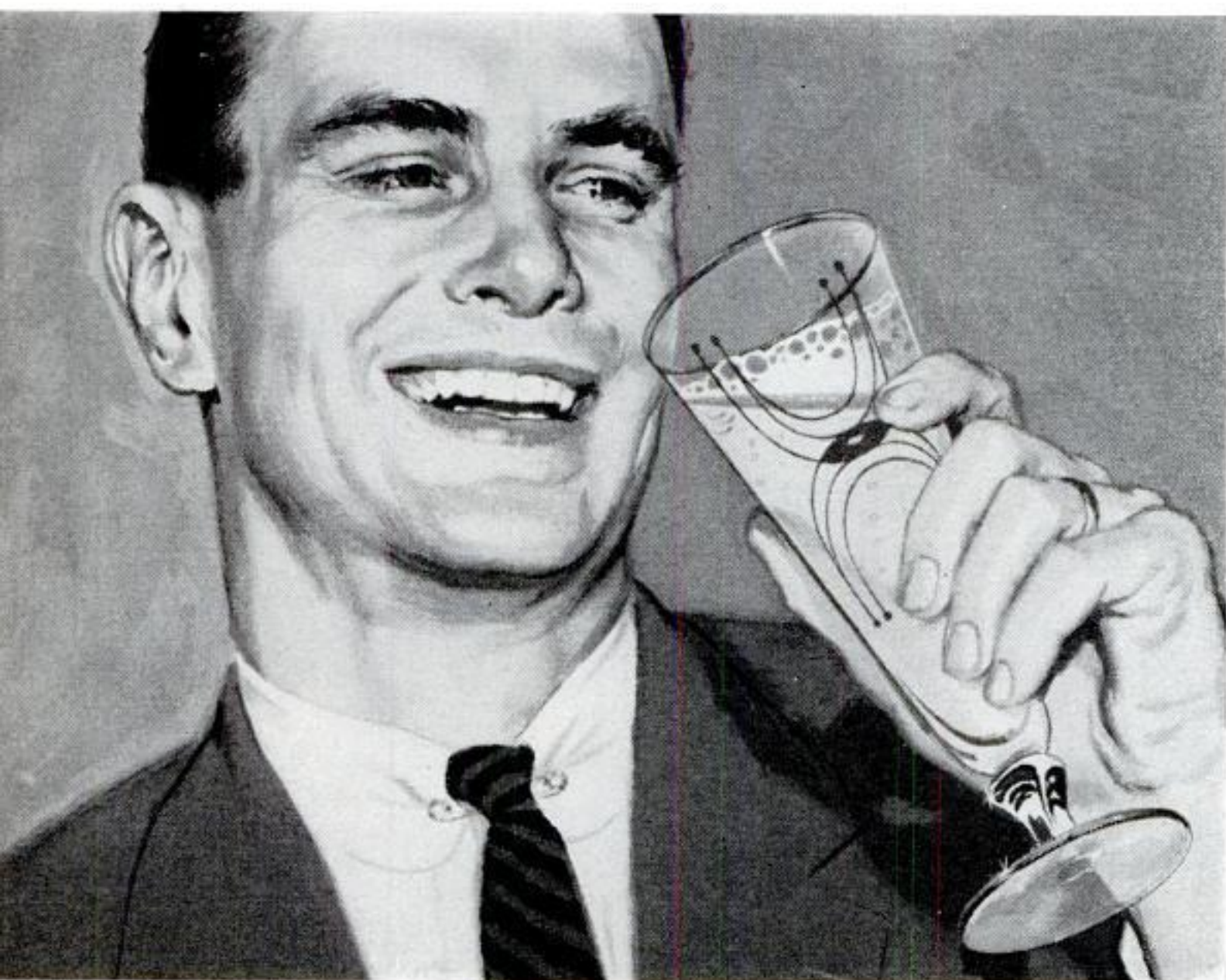
Serve beer in New No-Deposit **Quart** Bottles

The convenient new Party-Size quart bottle—that you don't take back to the store—brings you beer (and ale) at flavor-peak.

Here's why:



Keeps beer cool 93% longer than 12-ounce cans... within the just-right 40- to 50-degree range far longer than any other one-trip container. And because they hold the cold longer, quart bottles are wonderful for parties—where variations in consumption time are bound to occur.



Preserves beer's true flavor... Glass bottles are the best protectors of beer's delicate flavor. See for yourself. Just let your favorite beer or ale aerate freely down the neck of the bottle, over the bottle's clean lip. Let it form its natural head. *Now* taste beer at its best.



More convenient to buy, more convenient to serve... Whether you're entertaining or spending a quiet TV evening, new quart bottles are ideal. One bottle holds five big servings of your favorite beer or ale. Look for the words "No-Deposit, No-Return" on the neck of the bottle.

Glasses shown are Libbey's new Adagio pattern.

Serve these PARTY-SIZE GLASS BOTTLES this weekend—you don't take 'em back!

NO-DEPOSIT, NO-RETURN BOTTLES
AN **O** PRODUCT

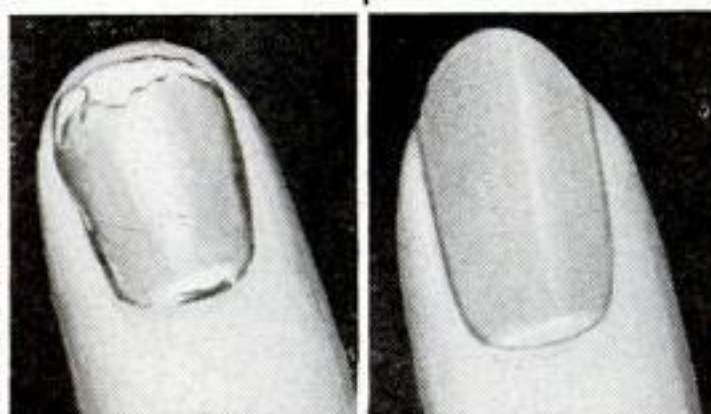
OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

LOVELY NAILS

MAKE BEAUTIFUL HANDS

From Brittle, Splitting Fingernails like this ↓

To Normal, Beautiful Nails like this ↓



Nails that split and break at the tips can now be helped. Recent medical research shows that 7 out of 10 women restored their nails to lovely, manicurable condition simply by drinking *Knox Unflavored Gelatine* in juice, bouillon or water once a day for about 3 months. For FREE BULLETIN write Knox Gelatine, Box LI-1, Johnstown, N. Y.

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BE SURE! USE ONLY KNOX, THE U.S.P. GELATINE



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10¢ & 25¢ SIZES AT CHAIN, DRUG, VARIETY STORES

TUMS
for ACID INDIGESTION-
HEARTBURN
QUICK RELIEF 10¢
HANDY ROLL
Always carry Tums for top-speed relief of acid distress. No mixing, no waiting. Take Tums anywhere.

Mr. Bemco says:

Heaven can wait
this is paradise—

BEDDING BY



Tonight's rest—Tomorrow's health



BEMCO Associates, Inc.

EXECUTIVE OFFICES: Finance Bldg., Phila. 2, Pa.

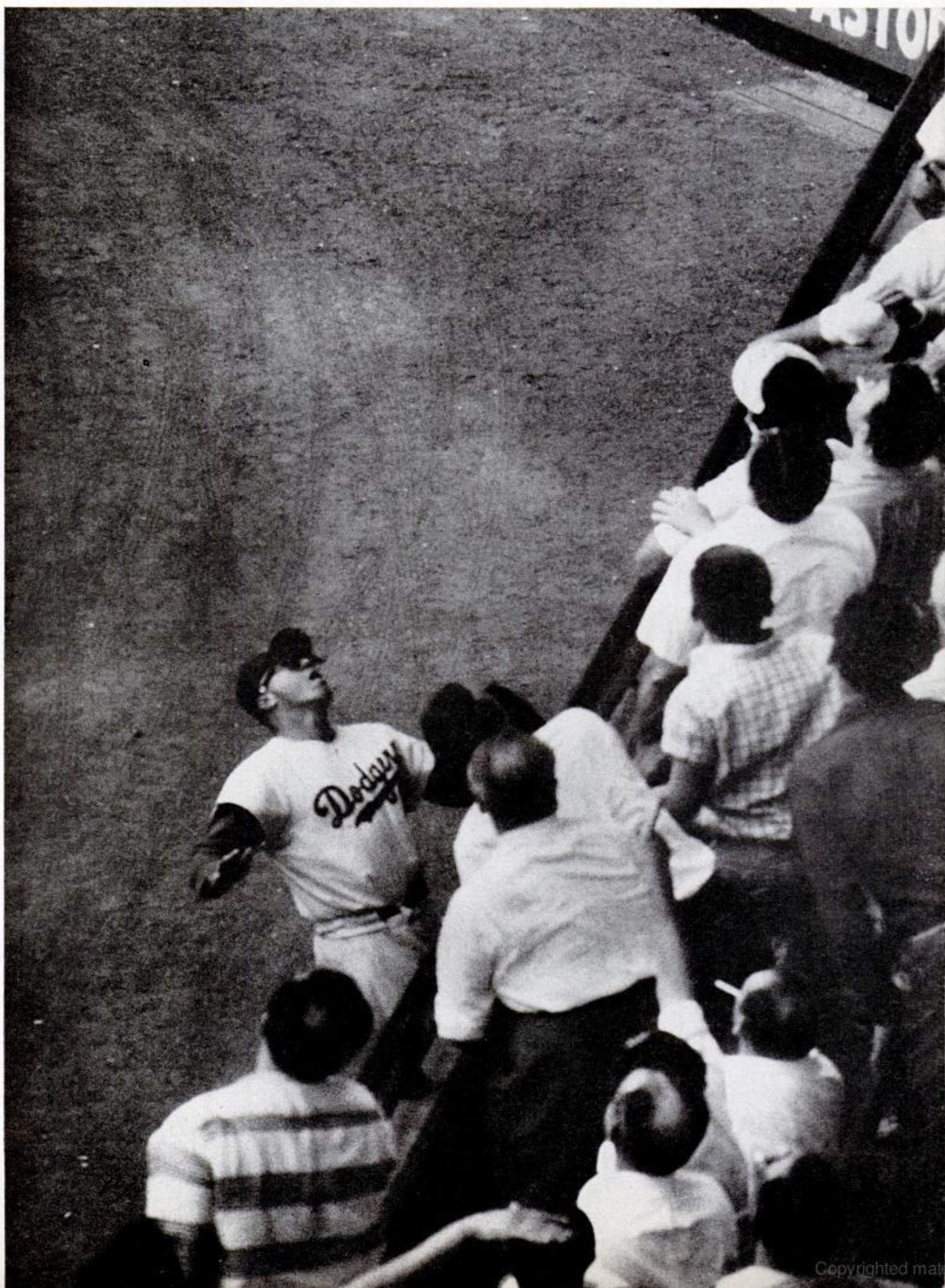


HOWL BY HITTER is made when Jackie Robinson theatrically shows Umpire Hal Dixon where he was hit by pitch.



SNARL FROM MANAGER comes when Fred Haney argues with Dixon that Robinson was putting on act to reach first.

AT CENTER FIELD WALL DUKE SNIDER STARES UP AS ADCOCK'S SECOND-GAME HOME RUN DROPS AMONG FANS





*Sweep it clean...
sweep it green*

with a PARKER Lawn Sweeper

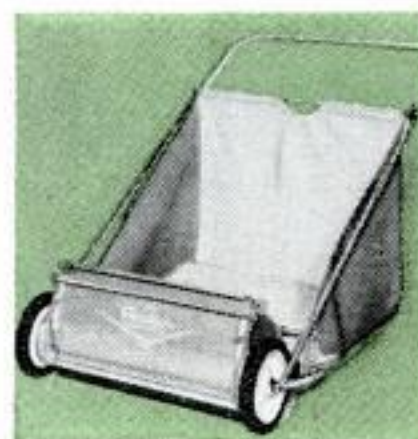
SWEEP YOUR LAWN CLEAN. In one easy pass, leaves, grass clippings—all sorts of lawn debris—are swept up in 1/10th the time it takes to rake them.

SWEEP YOUR LAWN GREEN. Your Parker Sweeper also removes matted grass to let your lawn breathe. It stands crabgrass on end for easy cutting, then sweeps up the seeds to stop its growth.

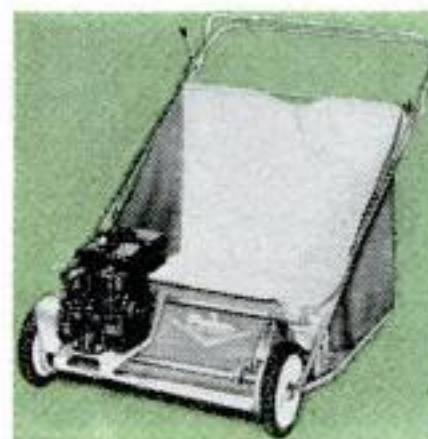
SWEEP IN THE FALL, SUMMER, OR SPRING. No matter when you use it, a Parker Sweeper will benefit your lawn. Does a wonderful job of cleaning drives, walks, and patios, too!

Choose from five popular Parker models. One of them is just right for your lawn!

Heavy duty SPRING-FIELD. 28" width, 8 bushel capacity . . . wind apron equipped.



Gasoline-powered HOMEMASTER. 28" width, 8 bushel capacity . . . wind apron.



PARKERETTE model shown above, available in 20" or 28" sweeping width.

Fold-a-way PARKER PELICAN Lawn Cart shown above. 5 bushel or 15 bushel capacity.

Electric-powered ELECTRO SWEEP. 28" sweeping width, 5 1/2 bushel capacity.



PARKER SWEEPER COMPANY, BECHTLE AVENUE, SPRINGFIELD, OHIO

Parker
LAWN SWEEPERS

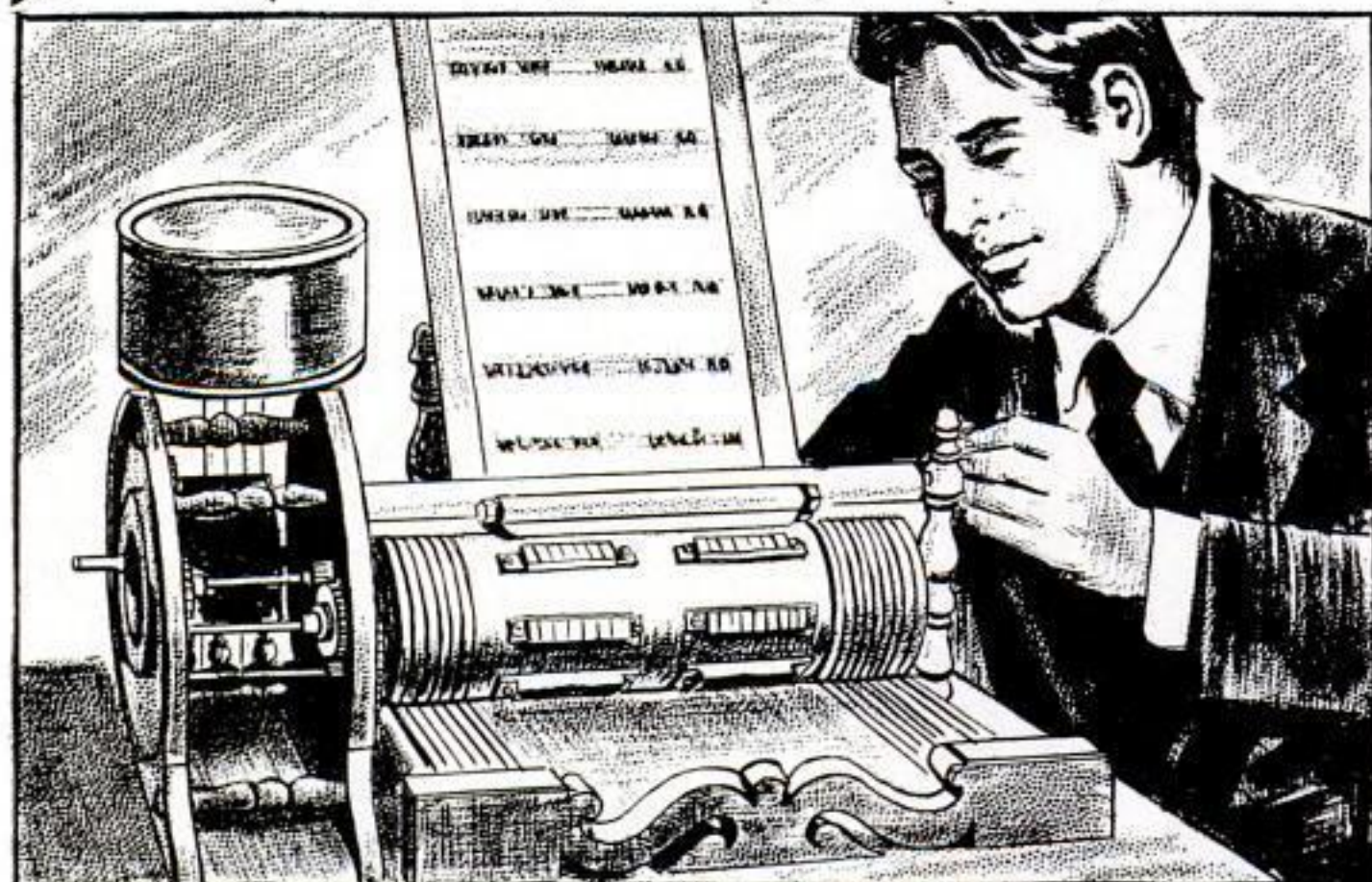
FOUNDED 1884



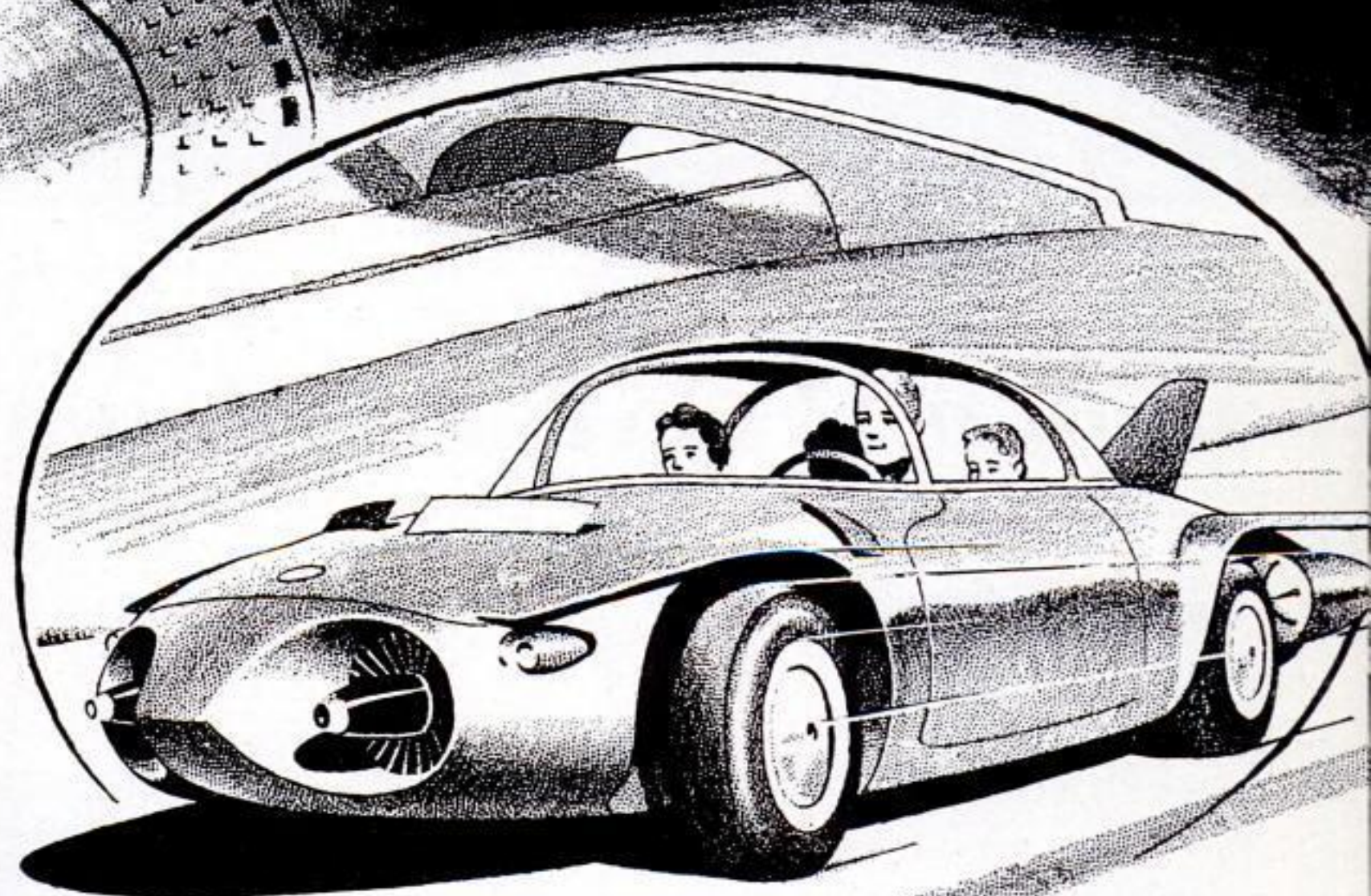
RIPLEY'S

RAMMING CEMENT DOWN OIL WELLS TO KEEP THEM CLEAR!

IN DRILLING OIL WELLS, PIPE PLACED IN THE HOLE MUST BE ENCASED WITH CEMENT. THIS, BESIDES SUPPORTING THE PIPE, KEEPS WATER AND SAND FROM RUNNING DOWN AND INTERFERING WITH THE FLOW WHEN OIL IS STRUCK. SUCH CEMENTING IS A SPECIALTY OF BORG-WARNER'S B J SERVICE, INC. USING TREMENDOUS PRESSURE, QUICK HARDENING, LIQUID CEMENT IS RAMMED DOWN THROUGH THE PIPE AND FORCED UP ALL AROUND IT TO PROVIDE THE NEEDED SEAL. IN A SINGLE MONTH, B J SERVICE RAMS 25 MILLION POUNDS OF CEMENT INTO WELLS FOR DRILLERS!



VOTING MACHINE WAS EDISON'S FIRST PATENT! THE FIRST INVENTION PATENTED BY EDISON, BACK IN 1869, WAS THIS ELECTRIC VOTING MACHINE FOR USE IN STATE LEGISLATURES. IT WAS A FORERUNNER OF MODERN-DAY PUBLIC VOTING MACHINES AND EASIER, FASTER CASTING OF VOTES. BUT, MACHINE OR BALLOT, HAVE YOUR SAY AT THE POLLS ON ELECTION DAY. **LET'S ALL VOTE!**



JET POWER TAMED TO THE FAMILY SEDAN!

THIS EXPERIMENTAL FAMILY CAR MAY HERALD THE FUTURE! IT IS DRIVEN BY A GAS TURBINE, A NEW ENGINE THAT TAMES JET POWER TO SAFE HIGHWAY USE. IT GIVES SMOOTH VIBRATION-LESS RIDING -- WITHOUT JET ROAR OR HEAT. ITS EFFICIENCY DEPENDS IMPORTANTLY ON A PRECISION FUEL PUMP FROM B-W'S PESCO. IT FEEDS FUEL AT CONSTANT PRESSURE, EVEN ADJUSTS ITSELF FOR ANY WEAR.

**185 PRODUCTS
IN ALL ARE MADE BY**

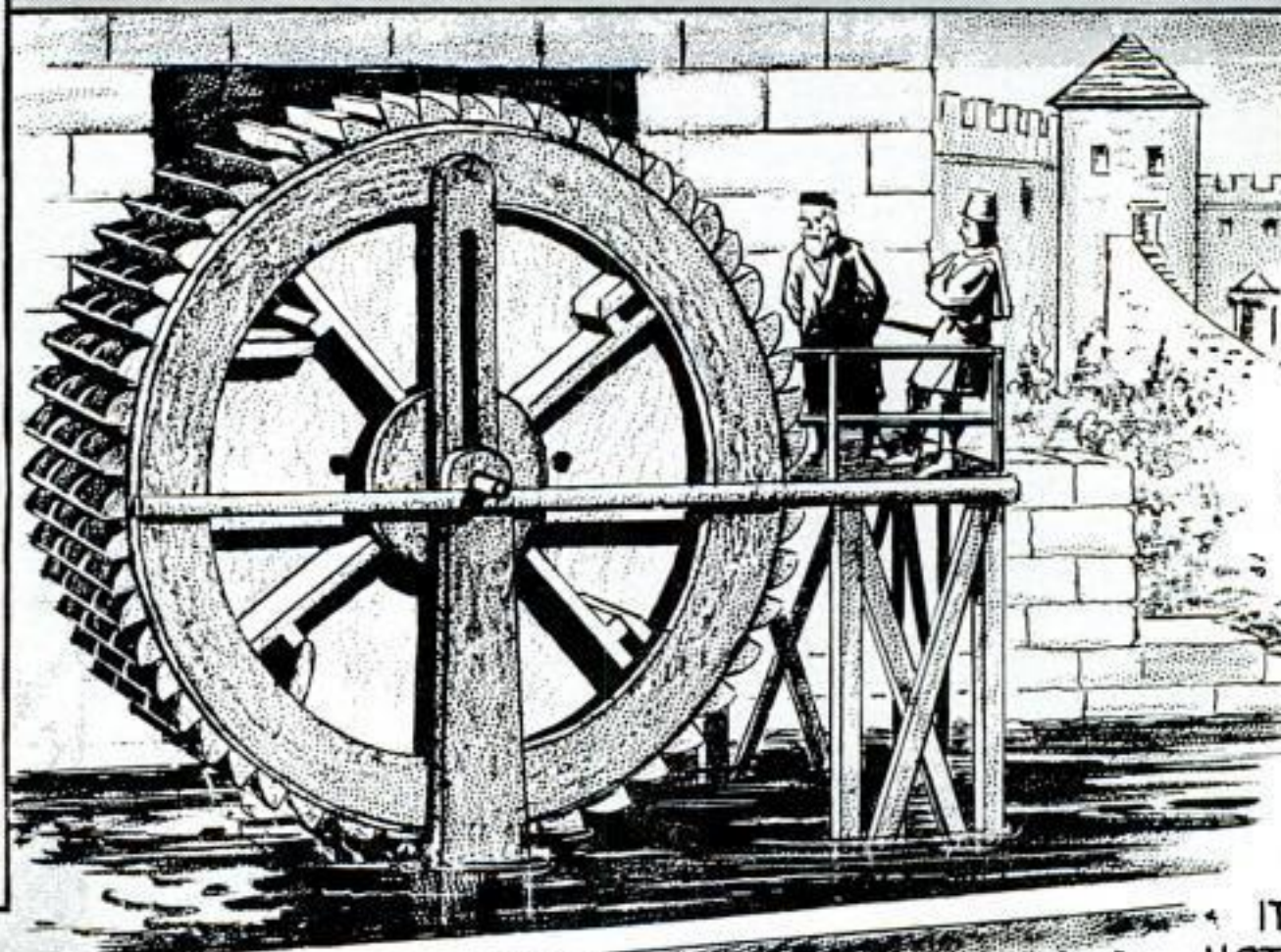
BORG-WARNER

Believe It or Not!



BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS CONTAIN ESSENTIAL **B-W** PARTS. EVERY COMMERCIAL PLANE AND MANY SHIPS HAVE VITAL **B-W** COMPONENTS. 9 OUT OF 10 FARMS USE **B-W** EQUIPPED MACHINES. EVERY OIL FIELD USES **B-W** EQUIPMENT. MILLIONS OF HOMES HAVE **B-W** BUILDING MATERIALS, EQUIPMENT AND APPLIANCES.

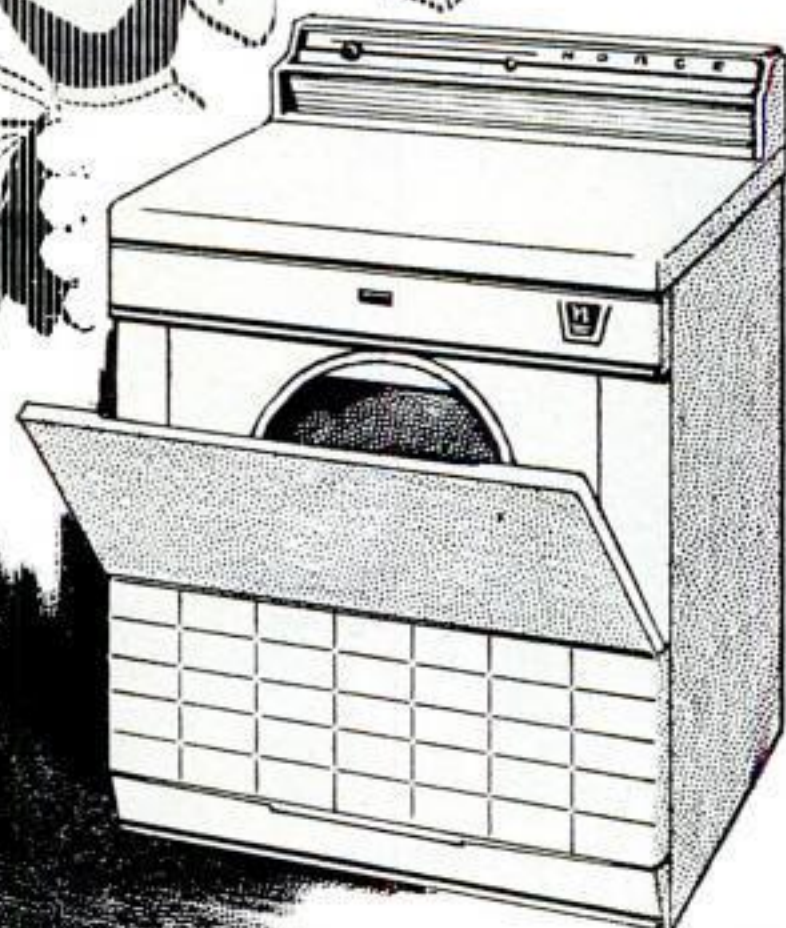


THE DUCHESS HAD AN AIR CONDITIONER IN THE 16th CENTURY!

DESIGNED BY DAVINCI, THIS HUGE MACHINE FORCED WATER-COOLED AIR INTO THE BOUDOIR OF THE DUCHESS D'ESTE. IT WAS INGENIOUS, BUT NOT VERY EFFICIENT. TODAY, AIR CONDITIONERS A FRACTION OF ITS SIZE, MADE BY **B-W'S** **INGERSOLL CONDITIONED AIR**, COOL A WHOLE HOUSE -- HEAT IT IN WINTER. MILLIONS ARE ENJOYING YEAR AROUND COMFORT WITH **INGERSOLL** SYSTEMS AT LOW COST.

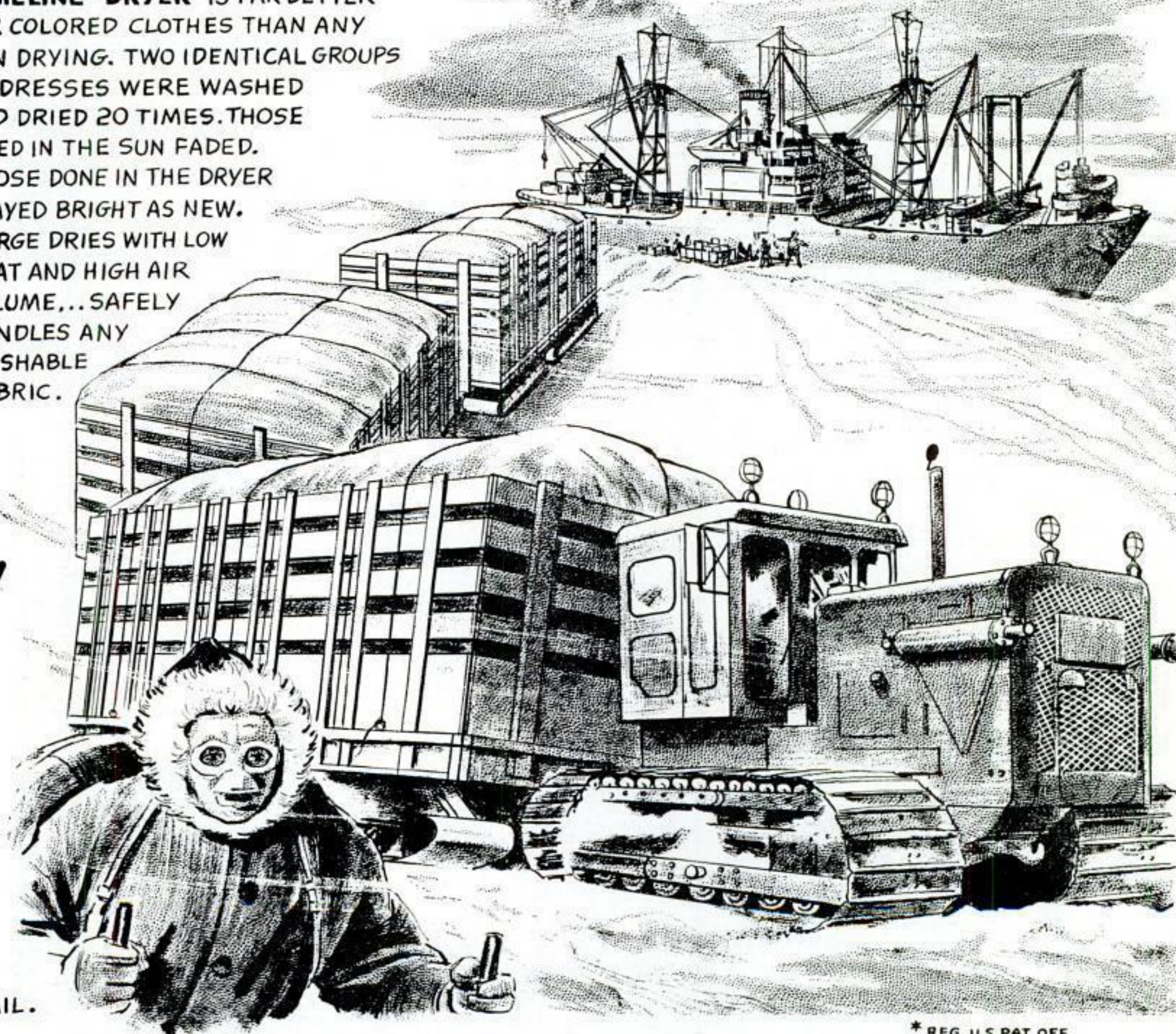
NEW DRYER BETTER THAN SUNSHINE-- DRIES CLOTHES WITHOUT FADING!

SPECIAL TESTS PROVE **B-W'S NORGE TIMELINE* DRYER** IS FAR BETTER FOR COLORED CLOTHES THAN ANY SUN DRYING. TWO IDENTICAL GROUPS OF DRESSES WERE WASHED AND DRIED 20 TIMES. THOSE DRIED IN THE SUN FADED. THOSE DONE IN THE DRYER STAYED BRIGHT AS NEW. **NORGE** DRIES WITH LOW HEAT AND HIGH AIR VOLUME... SAFELY HANDLES ANY WASHABLE FABRIC.



80° BELOW ZERO AND THE SLED TRAINS STILL GET THROUGH!

DELIVERING NEEDED SUPPLIES TO ADVANCE BASES OF AMERICA'S ANTARCTIC EXPEDITION MEANS FIGHTING SUBZERO COLD, BLIZZARDS, ENDLESS ICE. POWERFUL CRAWLER TRACTORS PULLING 50-TON SLED TRAINS DO THE JOB! THESE TRACTORS ARE BUILT TO STAND COLD THAT CAN TURN STEEL BRITTLE. THE STEEL JOINTS WHICH COUPLE ENGINE AND TRANSMISSION ARE SPECIALLY MADE BY **B-W'S MECHANICS UNIVERSAL JOINT** TO TRANSMIT FULL ENGINE POWER WITHOUT FAIL.



* REG. U.S. PAT. OFF.

These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago. **DIVISIONS:** ATKINS SAW • BORG & BECK • BYRON JACKSON • CALUMET STEEL • DETROIT GEAR • FRANKLIN STEEL • INGERSOLL CONDITIONED AIR • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • YORK. **SUBSIDIARIES:** BORG-WARNER ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS • BYRON JACKSON OF CANADA, LTD. • BJ SERVICE, INC. • EBERHARDT-DENVER CO. • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL CORP. • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD.

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THOSE YOU
TRUST THE MOST



Your doctor

Doctors know about Tampax. It was invented by a doctor to give women safe, comfortable, completely hygienic sanitary protection. It employs the well-known and medically accepted principle of internal absorption. No chafing or irritation possible. No chance of odor forming.



Your mother

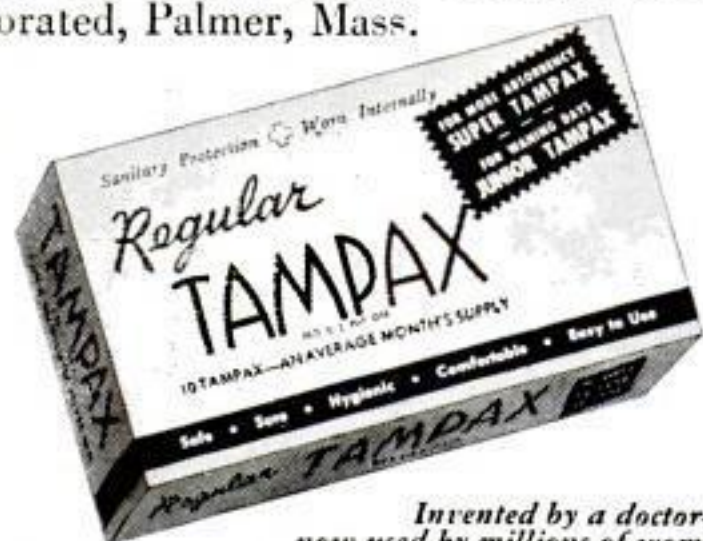
Many women have used Tampax for twenty years—ever since it was first invented! It's been tried and tested, praised and proven year after year. And now literally millions of women use billions of Tampax.



Your best friend

Often someone your own age can give you the best idea of what using Tampax is like. The freedom! Comfort! How wonderful it is not to be hampered by the pin-belt-pad harness. You can't even feel the Tampax when it's in place. How nice that your hands need never touch the Tampax! (Even disposal is easy.) How convenient to carry "extras"! How confident and poised you'll feel—no matter what time of the month it is—if you use Tampax.

Tampax comes in 3 absorbencies: Regular, Super, Junior. At drug and notion counters everywhere. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Invented by a doctor—
now used by millions of women

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____
(Please print)

Address _____

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MODERN LIVING



ELABORATE BALLOONS ARE BY BECK. DAUGHTER RAINEY, 9, MADE PIRATE (TOP RIGHT) AND RABBIT (LOWER LEFT)



FISH'S TRIMMINGS to be cut from pattern in kit include fins for top, sides and bottom, eyes, mouth and tail.

Disguises for Balloons

Using a new kit and a modest amount of artistry, children and their parents can now turn that old toy standby, the ordinary balloon, into gay and formidable creatures like the ones above. Simple enough for a 6-year-old to use, each kit (Pioneer Rubber, \$1.25) contains eight balloons, printed colored patterns, plastic scissors, rubber cement and instructions for making fish, fowl or funny faces. Extra embellishments, like whiskers or smiles, can be drawn on with water paints or a ball-point pen. The airborne figures above, which represent the ultimate in balloon decoration, were done by Jackson Wolfgang Beck, an artist, for his daughter. Ten cents' worth of balloons, some colored paper and a little practice will enable youngsters to whip up other disguises which can be just as imaginative if not quite so expert.



INSTANTLY—EACH SLEEP-OR-LOUNGE CONVERTS INTO FULL-SIZE DOUBLE-BED!

*Add an extra bedroom to your home
the beautiful way! Select your new*

SLEEP-or-LOUNGE®

by **KROEHLER**

(pronounced "KRAY-ler")

Right now—your Kroehler dealer is featuring a special offer on these three striking new styles in Sleep-or-Lounges—each at the one low price of only \$199.50. Fabrics, too, are very special—silicone-treated to give lasting protection from spotting! What an opportunity to bring new sofa beauty into your living room—and gain a wonderful "extra bedroom" in the bargain! Effortlessly, with new Counter-Poise

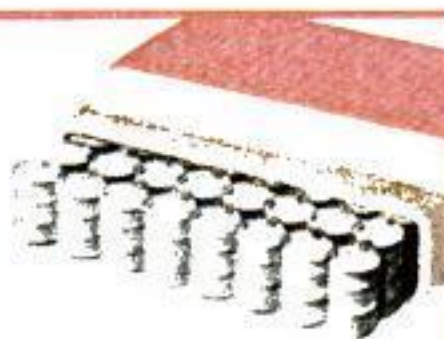
Action, the Sleep-or-Lounge opens into a big luxurious double-bed. Feel the delightful buoyancy of the deep innerspring mattress that puts the *Sleep* in Sleep-or-Lounge!

There's a Sleep-or-Lounge designed for you—no matter what your decor. Choose from a wide variety of styles...hundreds of exciting new fabrics and colors. See your Kroehler dealer now!

Other Kroehler Sleep-or-Lounges are priced from \$169.50 to \$349.50

LUX-I-FOAM Seat Cushions

Combining foam rubber with gently tempered steel coil springs for luxurious sitting comfort. Available on Sleep-or-Lounges at extra cost.



See new Kroehler furniture fashions during Home Fashion Time—September 20 thru 29

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WORLD'S LARGEST FURNITURE MANUFACTURER

General Offices: Chicago 11, Illinois
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"Nocturne" Sleep-or-Lounge, as shown, \$199.50
Matching chair available, 69.50

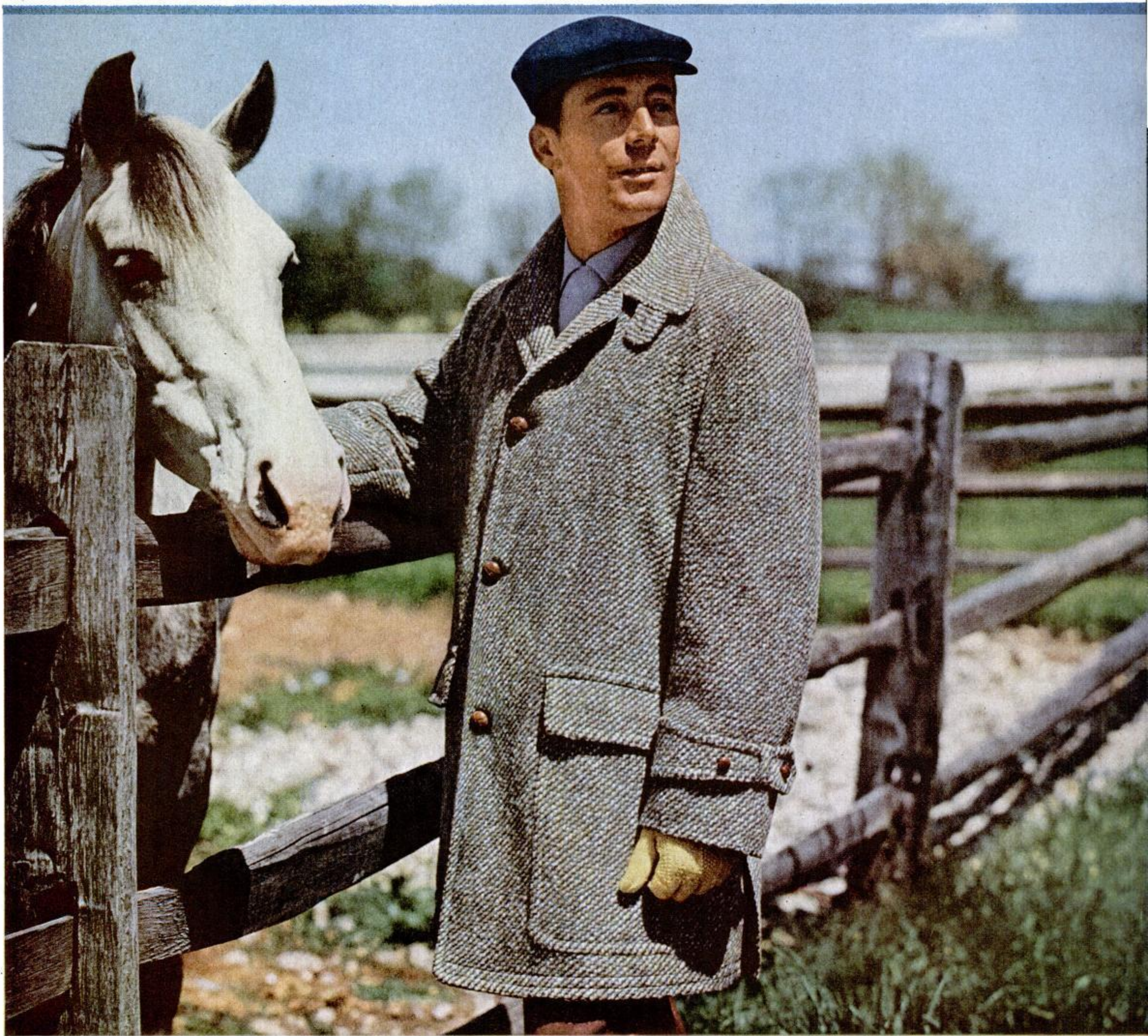


"Sarasota" Sleep-or-Lounge, as shown, \$199.50
Matching chair available, 69.50



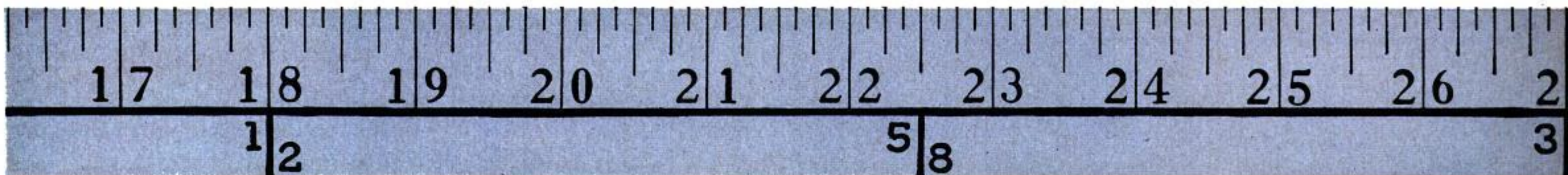
"Suburban" Sleep-or-Lounge, as shown, \$199.50
Matching chair available, 69.50

Wool's a natural for



For covering the countryside. This tweed suburban coat—very new with its man-sized patch pockets and railroad-stitched hem. Because it's pure wool—you

can count on warmest protection in wind and rain. Wool gives fabrics one of Nature's wonders—snug, healthy insulation against temperature change.



For further information about these new wool sports clothes, write WOOL, Dept. L-2, 420 Lexington Avenue, New York 17, N. Y.

nothing

all outdoors

Now when days turn brisk—and the country calls—these new week-end wools come into their own. They're in Fall's sky-and-earth tones of blue and brown. They display the superb vitality—the impressive richness of pure wool fabrics—the spruce fit that lets you take your leisure in great style.

And for relaxing, what else but wool feels so agreeable on your shoulders. Has the ease, the resilience that anticipates your every move. What else is such an all-weather friend—takes you in comfort from Indian Summer through Winter's most bitter cold days. From the time wool clothed the lively sheep—it's been designed by nature for the outdoor life.

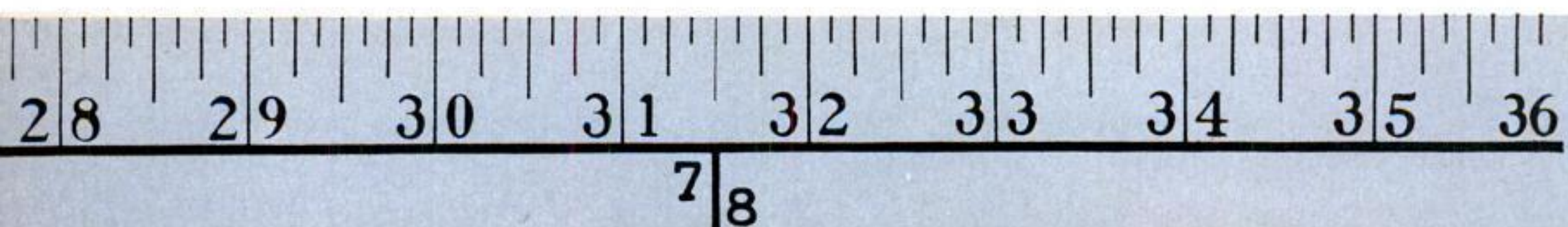


Fall's new bantam-weight coat. In pure wool, it feels so light, easy-going, free . . . yet warm for crisp Autumn weather. The wool fiber combines resilience with stamina too. This coat will stand up to rugged wear . . . grow even handsomer with age.



Country gentry—woven wool jerseys— in these new lightweight sport shirts showing off Fall's favorite colors of blue and brown. The natural resilience of wool adds to jersey a unique shape-holding power, an ability to stand up to washing, cleaning—with no sagging to mar fine tailored lines.

The newest sweater is wool Shetland— with a richness of texture that is definitely to the manor born. Shown—a crew-neck style with new loose, easy lines. A natural for active Fall days, because wool is absorbent, never gets that clammy feel.

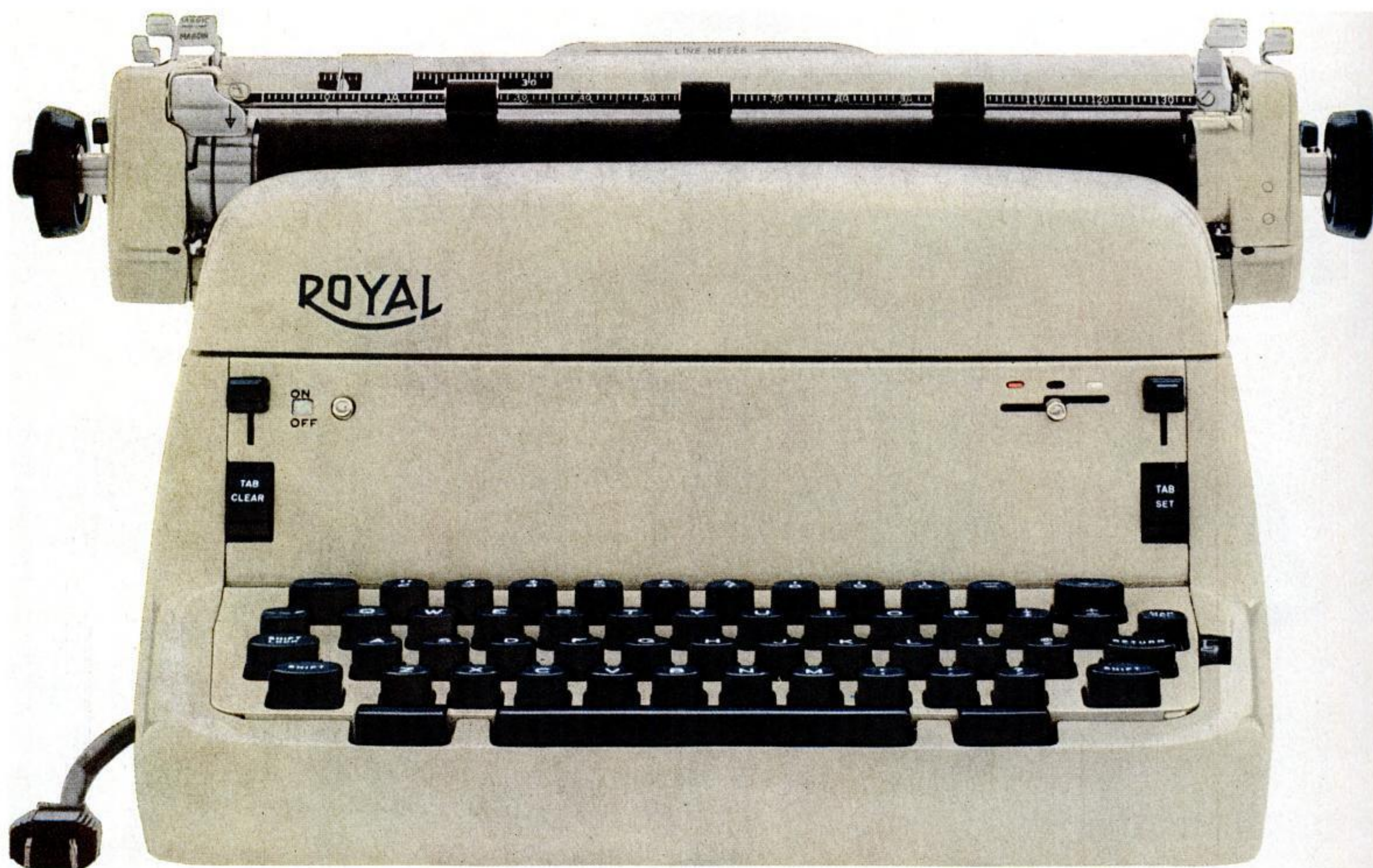


Wool—The fiber with the secret of life! No other fiber combines so many advantages. Always look for the label that says pure wool!

measures up to **Wool**



What does this bracelet tell you about easier typing?



HOLD THE BRACELET in your hand. It's light, isn't it? Yes, it weighs a little more than two ounces.

Yet, it takes less weight than this for you to depress one key of the new Royal Electric . . . and only three ounces to press down the carriage return key.

Important! This typewriter is 13 times easier to operate than a non-electric typewriter.

Very important! Your fingers aren't dog-tired at the end of the day. You've done your quota of work in less time.

Extra-important! And what letters! Beautiful! And how proud you'll be when the boss signs them!

Exclusive features? Yes, ma'am. Designed especially for you. So, do us a favor. Tell the boss that the new Royal Electric, made by the world's largest manufacturer of typewriters, will help him, too. By helping everyone do better work, more work . . . *easier*.

You can get a free office trial, no obligation, by calling your Royal Representative.

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Seeing Eyes for a Blind Dog

Smokey, a blind and aged cocker spaniel, gets around pretty well in the familiar surroundings of his own home in Winter Haven, Fla. Recently, however, when his mistress, Mrs. Frances Poss, took him on an extended visit to nearby Tampa, Smokey ran into difficulties. He stumbled on steps, bumped into furniture, got hopelessly lost trying to find the kitchen and his food. The dog of the house, a mongrel named Skippy, seemed to notice his plight. One day he picked up the unattended end of Smokey's leash and gently guided him outside for a walk. Without any human intervention this touching relationship has progressed to the point where Skippy now takes his guest on one or two walks each day, guides him to meals and nudges him into his sleeping place under a bed.



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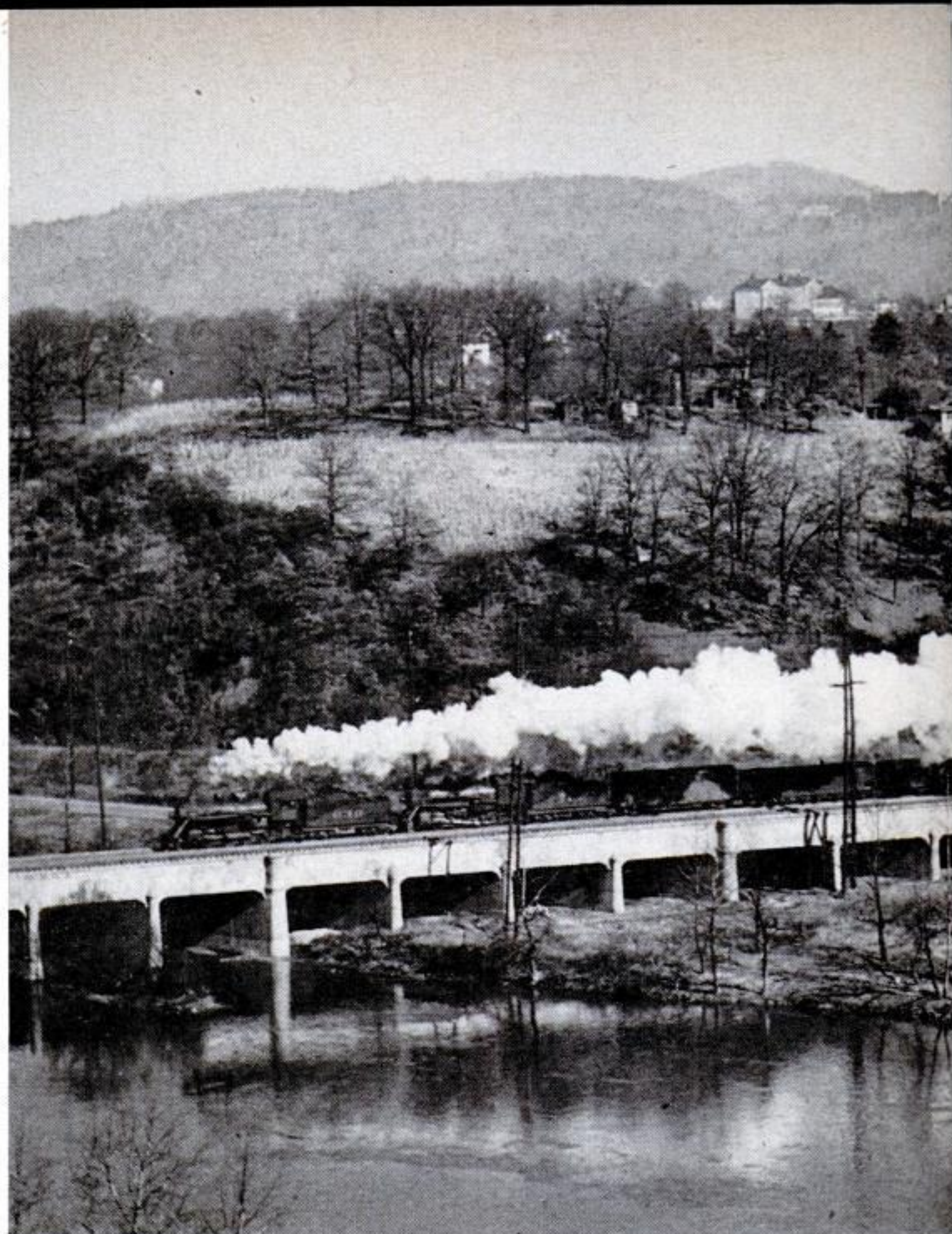


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PART II



HIS HOME TOWN of Asheville, N.C. is described by Thomas Wolfe in *The Hills Beyond*: "He saw that haggis of vexed shapes with quiet eyes—that hodge-podge of ill-sorted architectures that made up the Square . . . the people passing and the light that comes and changes and that always will come back again . . ."



TRAIN FROM ASHEVILLE (background) stirs George Webber, the hero of *The Web and the Rock*: "And far away he hears the whistle's cry wailed back,

GRAND A FINAL

Tom Wolfe was working furiously to record 'the only fabulous country'

IN the spring and early summer of 1930, an extraordinary figure was to be seen roaming the streets of Paris. He was a man so big—six and a half feet tall—that he automatically attracted the attention of everyone who passed him. He was startling in other ways. He had a long, loping stride, stained and disordered clothing, a handsome and finely drawn face with a wild mop of dark, curling hair, and an intense and rather brooding look as he seemed to study the faces he passed, the taxis in the street, and indeed every detail of the street and buildings themselves.

His name was Thomas Wolfe, and he was an American and a writer. The year before, his first novel, *Look Homeward, Angel*, had been published. As related in *LIFE* last week, it was a success and Wolfe, who took the profession of writing with a fanatic seriousness, was tremendously elated. But he was also embittered. The novel had been an almost literally autobiographical account of his childhood, family and friends in his home town, Asheville, N.C., and its detailed frankness had caused a violent reaction against him there. He felt, as he wrote in a letter to his sister Mabel, ". . . as if I had been exiled. . . . It is like death."

Moreover, as he told his sister, he had found that his new literary fame in New York had penalties. "People have almost driven me mad—the telephone rings 20 times a day, and it's someone I don't know, or don't want to know, or met once, or who knows someone who knows me. . . . All I want is a little peace and freedom to work." But his work, which was the most important thing in life to him, went badly even when he had the solitude he needed. He was confused by the fame and the recriminations, confused by the desire (and what

friends and literary critics now informed him was the duty) to do another book even though he did not quite know where to begin or what to write about. He was tired and somewhat sickened by his life in America. And so he had come to Paris.

At this point, if the evolution of Thomas Wolfe's career had followed a logical course, he would have joined the throngs of young men and women from all the Western countries—"the lost generation," Gertrude Stein called them—who had made Paris their émigré capital of arts and letters. And since he was a great conversationalist, he probably would have become a leader among the American contingent, and his well-turned phrases about the banality and emptiness of life in America would have had great currency at the cafes.

Disturbing memories

INSTEAD, this is what happened. This is why he stared and studied and walked about in such a peculiar way: "My memory was at work night and day," he wrote some years later, "in a way that I could at first neither check nor control and that swarmed unbidden in a stream of blazing pageantry across my mind, with the million forms and substances of the life that I had left, which was my own, America. I would be sitting, for example, on the terrace of a cafe . . . and suddenly I would remember the iron railing that goes along the boardwalk at Atlantic City. . . . And suddenly I would realize that I had never seen any railing that looked like this in Europe. . . . Or again, it would be a bridge, the look of an old iron bridge across an American river . . . or it would be, most lonely and haunting of all the



far-flung and faint . . . And the heart of the hill boy will know joy because he knows, all world-remote, lonely as he is, that some day he will meet the world . . ."

VISION, TRAGEDY

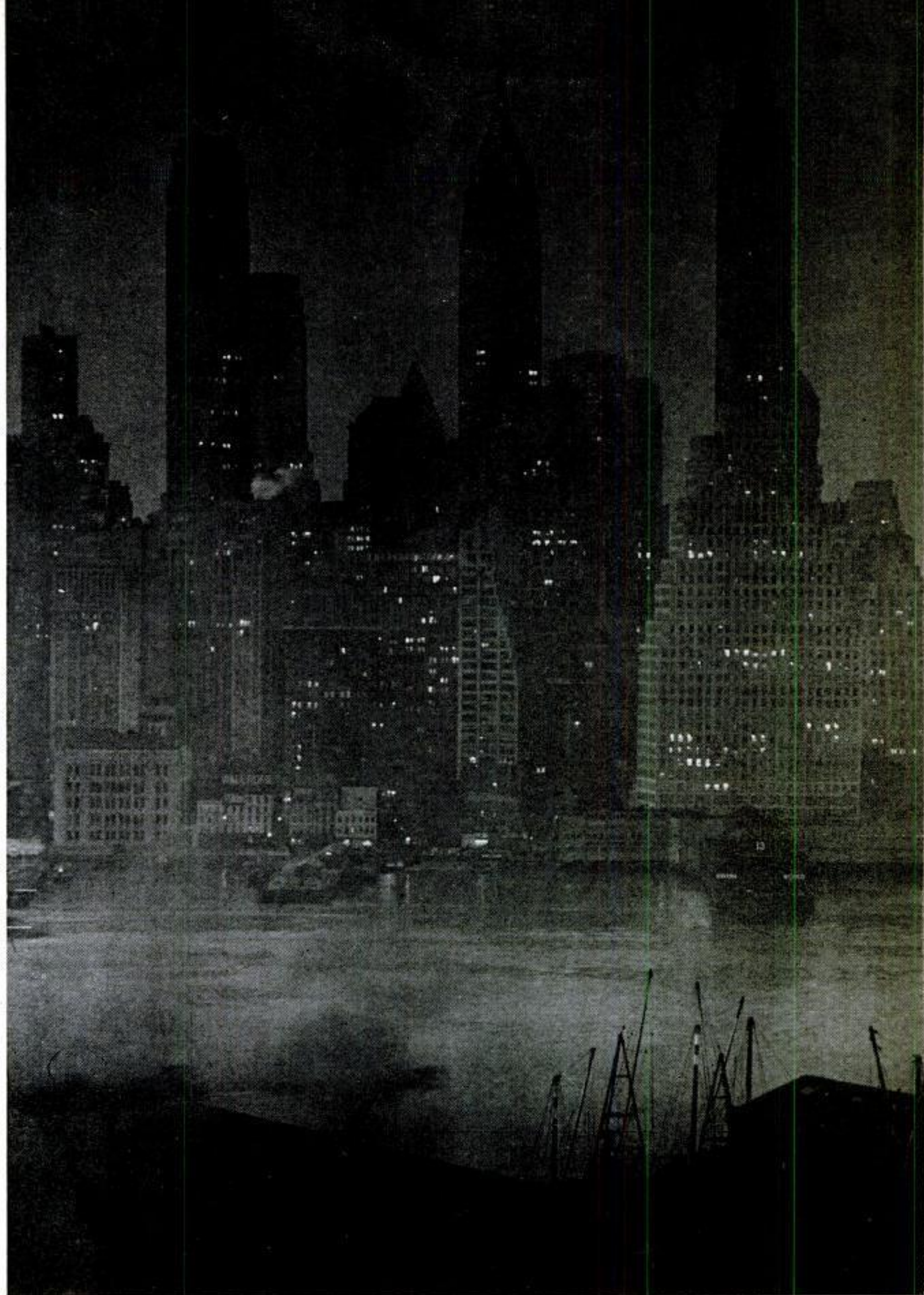
when early death brought his majestic dream to a close by ROBERT COUGHLAN

sounds I know, the sound of a milk wagon as it entered an American street just at the first grey of the morning. . . .

"I would sit there . . . and my life would ache with the whole memory of it; the desire to see it again, and somehow to find a word for it; a language that would tell its shape, its color, the way we have all known and felt and seen it. . . . And from the moment of that discovery, the line and purpose of my life was shaped. . . ." This line and purpose was nothing less than to put into a single book the whole of America.

Even this impossibly big conception was not spacious enough for Wolfe's habitually grand design. As the deep foundation on which the book of America would rise, there would be the theme "of wandering forever and the earth again." By "the earth again," he explained in a letter to Maxwell Perkins, his editor, "I mean simply the everlasting earth, a home, a place for the heart to come to, and earthly mortal love, the love of a woman, who, it seems to me, belongs to the earth and is a force opposed to that other great force that makes men wander, that makes them search, that makes them lonely." As for the relevance of this theme to America, he wrote Perkins, ". . . it is as true of the enormous and lonely land that we inhabit as any land I know of, and more so, it seems to me."

He traveled for a while more, spent the fall and winter in England and came back to New York in March. He already had written some 300,000 words, twice the amount in a normal-size novel, but it was disconnected: ". . . about night and darkness in America, and the faces of sleepers in 10,000 little towns . . . the hissing glut of tides upon 10,000 miles of coast . . ." He was eager to work and bring it



HIS ADOPTED CITY of New York is apostrophized in *Of Time and the River*: "Proud, cruel, everchanging and ephemeral city, to whom we came once when our hearts were high, our blood passionate and hot, our brain a particle of fire: infinite and mutable city . . . strange citadel of million-visaged time . . ."

all together, and to insure himself against interruption he settled in one of the most remote places he could find, a basement apartment on an alley in the Assyrian quarter of "endless Brooklyn, a city so desolate as to be unbelievable."

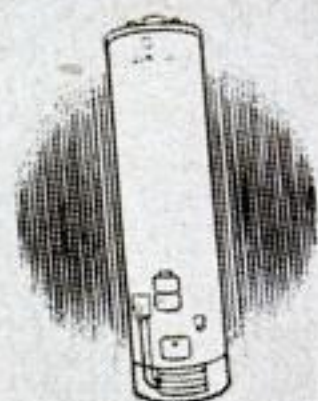
There he now began his monumental, fantastic and legendary struggle. Wolfe, with his "torrential recollectiveness," could write chapters about the contents of a room. Faced with the contents of America and, in larger measure, the contents of life itself, he tried to turn himself into a regiment of writers and attacked furiously from all directions. He made inventories of everything he had ever seen, done or heard of. He tried to remember all the people he had ever known or seen, and to imagine what had become of them. He tried to recall and relive all the sensations he had ever had. And he tried to convert it all into characterization and incident, and to give it pattern and flow and meaning.

He was so big that ordinary furniture cramped him. He would pace the floor amidst the heaps of books, flung clothing, overflowing ash trays, brackish cups of cold coffee and similar artifacts of his chaotic way of life, running his fingers through the unruly mass of his hair and scowling at the walls until he had something thought out. Then he would stride to the tall, upright refrigerator he used as a work table and scribble it down rapidly in his big, scrawling hand. When at last he was drained of all creative energy, he would walk the streets of Brooklyn, storing up still more recollections to be used later.

His sleep was bothered by recurring nightmares in which streams of things he had seen and things still waiting to be seen poured across his mind. There were also what he called "dreams of Guilt and

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WOLFE'S FAMILY, his mother Julia and (from left) his brothers and sisters, Frank, Effie, Mabel and Fred, gathered in living room of Mrs. Wolfe's Asheville home in 1945. Frank, Mabel and Fred are still living. On piano are photographs of Tom, flanking a picture of his father.



WOLFE CONTINUED

Time." In these, his impossible desires to see and experience and record everything were suddenly rewarded and he looked at the whole universe with the eye of God. Then, amidst a feeling of immense tranquillity, he was seized by "the fatal knowledge of my own inexpressible guilt. I did not know what I had done—I only knew that I had ruinously forgotten time, and by so doing had betrayed my brother men."

He worked in Brooklyn in this manner for two and a half years. The man who kept him going was Maxwell Perkins, editor in chief of Charles Scribner's Sons. Among his other qualities Perkins had unprejudiced literary judgment, a willingness to bet on writers he believed in, and the skill to extract from them the best of which they were capable. When, in 1928, the manuscript of *Look Homeward, Angel* came to him, it was a huge (350,000 words) and in many ways unpromising thing, loaded with hyperbolic and irrelevant material. But Perkins saw beneath the imperfections and asked Wolfe to call on him. Wolfe then worked for many months cutting and revising according to Perkins' suggestions, and produced the novel as it exists.

And from that time on, Perkins became the molder and tamer of Wolfe's violent genius. He was more: despite all the fascination, love and pity that Tom had felt for his own father, the grandiose failure whom he described as "W.O. Gant" in *Look Homeward, Angel*, he had never felt deep kinship with him. So Perkins, who was older by about 15 years, became a sort of adopted father, advising, encouraging, prodding and sometimes chastening him in his kind but authoritative way. The importance of such a relationship to Tom can be found in his words defining the "central legend" that he wanted to express:

"... the deepest search in life, it seemed to me ... was man's search to find a father, not merely the father of his flesh, not merely the lost father of his youth, but the image of a strength and wisdom external to his need and superior to his hunger, to which the belief and power of his own life could be united." The highest manifestation of this search, of course, would be man's search for God. Tom himself was an agnostic without belief in a personal God or an afterlife. The "belief and power" of his own life were united to his conviction that art is the highest calling of man. And Perkins, the great editor of the great publishing house, was the very image of Tom's art. Perkins, out of his own need, responded to Tom in kind. He had five daughters and no son. Tom, with his vitality, his handsomeness and his genius, was the son for whom he had hoped.

From his Brooklyn purgatory, Tom would from time to time deliver chunks of writing for Perkins' inspection in Manhattan. The winter of 1933 came and with it, Tom later wrote, "... it seemed to me, the final doom of an abysmal failure. I still wrote and wrote, but blindly, hopelessly, like an old horse who trots around in the unending circle of a treadmill and knows no other end nor purpose for his life than this." Then, one day, Perkins told him the book was finished.

Actually it was a collection of great fragments which needed joining, shaping and, above all, trimming. Perkins, however, had



seen an inherent design beneath the chaos, and he and Tom now began the work of revealing it—work that lasted for another year. Perkins always suggested, never demanded. He would call attention to the gaps and Tom would fill them, sometimes at once, sitting at a corner of Perkins' desk. The cutting was the worst, for Tom's instinct was always to expand and elaborate, not to economize. An opening episode described a train ride across Virginia. It was excellent, Perkins agreed, but it ran for more than 100,000 words, a large book in itself. Finally it was reduced to 15,000 words.

The biggest cut came early, when Perkins pointed out that the unifying theme had actually produced two cycles of action, in effect two books. It was decided to concentrate on the first cycle, which dealt with the period "of wandering and hunger in a man's youth," and to bring that book out first. The second cycle did appear later, but not as they had planned it, and for readers of Wolfe's books it needs a note of explanation. He had said that the idea stood for "the everlasting earth, a home, a place for the heart to come to, and earthly mortal love, the love of a woman."

Tom's great love affair

AS usual the universal meaning was represented for him by a particular individual, and in this case it was Aline Bernstein. He had met her on the boat when he was returning from England in 1925. She was married, the mother of a son and daughter, and lived with her family in New York, but her relationship with her husband had passed to the stage of friendship. At the time Tom met her she had made herself a distinguished career as a theatrical designer. She was 43—18 years older than he, and her son actually was the same age as Tom—but she was still youthful and Tom was unimpressed by the age difference.

Her effect on him was overwhelming and immediate. As she wrote later in a fictionalized account called *The Journey Down*: "... his fingers pressed hard on her arms through the silk of her dress and hurt her. . . . She could not take her eyes from his that were burning through hers into her brain. After a while he stopped shaking her but he still held her, and then she was afraid he would let her go . . . she discovered it was what she had wanted all her life. . . . He talked, he asked her about herself, what she had been doing all these years, what her life was like . . . all the time bruising her with his thoughtless strength, his excitement and passion rising. . . ."

Their love affair lasted nearly five years. It faded finally when he became convinced that he had to reject entirely the sophisticated and fashionable life of which she was a part—"... a lie of life, false, cynical, scornful, drunk with imagined power, and rotten to the core," as he wrote in a letter to her—if he was to keep his own vision clear for the kind of writing he wanted to do. In the meantime, however, she had been the "central passion" of a considerable section of his life, and as such she inevitably became literary material. The second cycle, therefore, was the story of the wanderer's discovery of "the earth again" through his romance with "Esther Jack." This became the basis for his third novel, *The Web and the Rock*.

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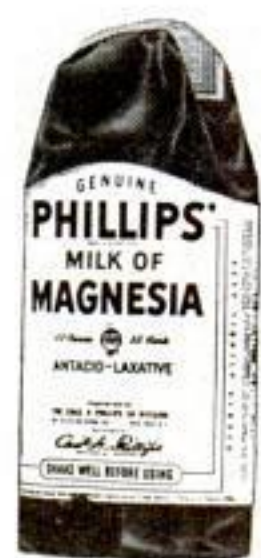
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WOLFE CONTINUED

The first cycle, *Of Time and the River*, finally came out in March 1935. With his old sense of shame at "exposing" himself to the inspection of the critics and the public, Tom fled to Europe. At first he was sure the reviews of his book were going to be unfavorable, but Perkins cabled that they were "magnificent." Tom began to feel "grand . . . strong and happy and confident" and even to look forward to working again.

And he could think of going back to Asheville. The new book was as "autobiographical" as the first, and he had again used some members of his family in it. But since it covered the period of his life from age 20 to 26, the locales and most of the characters were different. It showed, at least by strong inference, that his intent in the first book had not been to "expose" Asheville. And Asheville must realize now, he supposed, as it read the reports of his fame, that it had produced someone of whom it could be proud.

In May 1937, after more than seven and a half years of "exile," he finally made the trip. Time, human charity and local pride in a famous native son had done their work. Asheville gave him a prodigal's welcome. Almost everyone, it seemed, wanted to say hello and that it was fine to have him back. Some people chided him about *Look Homeward, Angel* but in a good-natured way, and others said the only grudge they held was that he hadn't put them into it. Tom was full of happy surprise and relief at it all, not only for himself but because his family shared in it.

Things should now have been peaceful for him. He was successful, famous and reasonably beloved. He should have been free to work out his great vision of America. But Tom simply was not designed for peace. He attracted trouble, he made trouble for himself, and above all the demon of his genius gave him no rest. In this final period of his life he was beset from within and without by trouble and distractions that interfered with his work.

For one thing, he found himself involved as plaintiff or defendant in a number of lawsuits. Only two were libel suits, surprisingly, but there were frustrating cases involving contracts and sales. He was also at war with the critics. He had always been extremely sensitive to what they had to say about him. He read everything and writhed at every faintly unfriendly comment. His letters of this period are filled with denunciations of people who had failed to "understand" his work. This painful and destructive sensitivity was, in fact, the major cause behind the break that now occurred between him and Maxwell Perkins.

'Genius is not enough'

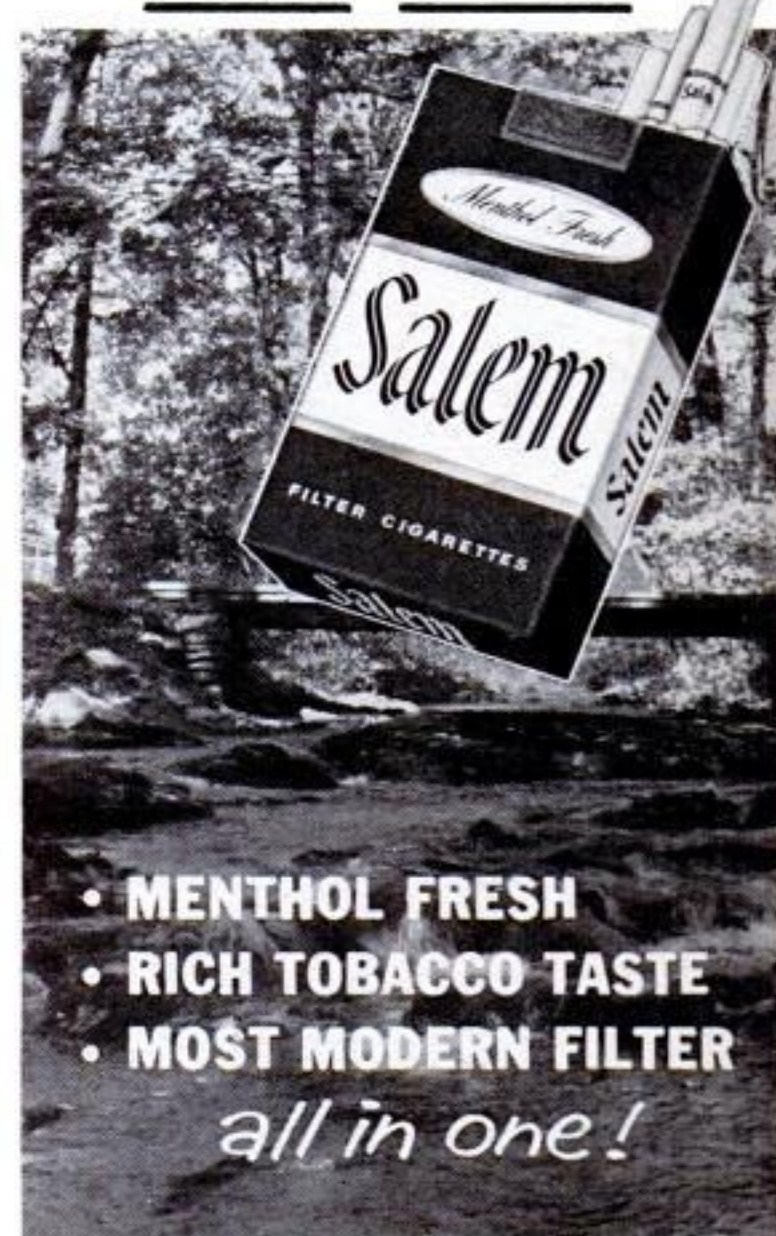
FOLLOWING the great success of *Of Time and the River*, Tom had written a series of articles for the *Saturday Review of Literature* (later published in book form, *The Story of a Novel*) telling the history of the book—the agonized years in Brooklyn, the way he and Perkins had cut and shaped the material. In his usual candid way he told everything. It made quite a sensation at the time. But it caused an unfortunate reaction in one way, for it showed quite plainly that Perkins' role had been crucial in the whole performance. People began to wonder in print if Tom could actually produce a book without him. These speculations reached a climax in an article by Bernard De Voto in the *Saturday Review*, called "Genius Is Not Enough," in which De Voto ridiculed Tom's lack of discipline and doubted his ability to write anything worthwhile without "Mr. Perkins and the assembly line at Scribner's." The piece was written in the hobnailed style at which De Voto was adept and its effect was devastating.

It shook Tom more than anything that had ever happened to him as a writer. He knew the size of his debt to Perkins and had made his gratitude clear. But he also knew that he, not Perkins, had written the book, that his purpose and vision and materials-of-life were in it and had made it great. To try to destroy his accomplishment was to try to destroy him.

And so it became necessary to prove the attackers wrong by leaving Perkins and doing just as well with some other editor. Naturally there were other factors in Tom's mind: there had been a disagreement about royalties, some hard feelings because Scribner's had not, Tom thought, protected him enough in his legal troubles, a row when Tom had put some of Scribner's own employees into a story. A deeper element, too, was the friction that the father-son relationship inevitably developed as Tom grew more mature and more confident of his own powers. But these strains could have been surmounted except for the crucial challenge of whether he was competent to write his own books. It took Tom nearly a year to make his anguished decision, and it was not until the end of 1937 that he finally signed a contract with Edward Aswell of Harper's.

CONTINUED

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DOMINANT FIGURES in Wolfe's later life were Aline Bernstein, with whom he had the intense five-year love affair described in *The Web and the Rock*, and his first editor and greatest friend, Maxwell Perkins (center). Mrs. Bernstein and Lee Simonson (right) were both prominent theatrical designers.

WOLFE CONTINUED

This, then, was the background of "the great betrayal," as the phrase went in the literary world at the time. It raises a basic question about Tom's character. He had a number of strong and often contradictory attributes—"the one man I ever knew," Perkins wrote of him later. "of whom extreme opposites were true." He was kind, considerate, affectionate and entirely open in his relations with friends. The most common adjective they use in describing him is "lovable." When his nerves were sore from legal and critical worries, too much work or too much alcohol (and this became increasingly often), he could also be demanding, tactless and downright ferocious with them—and then expect to be forgiven because he was sorry.

He had a massive sense of justice, a really burning dedication to truth for its own sake and a loathing for affectation, preciosity, estheticism, and anything that was doctrinaire (especially including Marxism). Yet he could be unjust in his judgments, and his own lapses into estheticism seemed to him fine and noble. There was also a persistent immaturity in him that was reflected in his conversation, his writing and his wild swings from elation to despair. He was proud, tender and vulnerable like an adolescent, and he wanted to be accepted on his own terms, even when his behavior was highly unconventional.

As Perkins wrote, "The one important thing in the universe to him was his work, and this was so simply because it was so. It was not due to ambition in the cheap sense, and it was not what is generally meant by egotism. He was under the compulsion of genius, and all the accidents of life that got in the way of its expression seemed to Tom to be outrages and insults."

Criticism had another unfortunate effect on Tom. The "enemies"—he put most critics in that category—had chided him for his fondness for rhetoric and for his excessive use of autobiographical (De Voto called it "placental") material. Was he capable of restraint, they asked? Could he invent a wholly original character? Tom tried to respond to both challenges. In the writing that he now did he kept his poetic instinct reined down—a loss, for although this saved him from mistakes of overexpression, it also prevented him from ever duplicating the grand lyric triumphs of his first two books. And, in attempting to become "objective" and "inventive," and because he did regret having caused pain to his family, he abandoned the character of "Eugene" and all the rich tribes of "Gants" and "Pentlands" and took up the saga of a new central character called "George Webber." (He gained little by this, for "George," as it would soon appear, was still "Eugene" in a different body, and a good many of the other characters simply took on different names.)

But amidst all these confusions and changes, his central purpose remained absolutely sure in his mind. He was determined that he would record America. In *Of Time and the River* he had come a fair distance toward his great ambition. Although the method was autobiographical—a method which Wolfe, in his fascination with self, could never escape with complete success—he had

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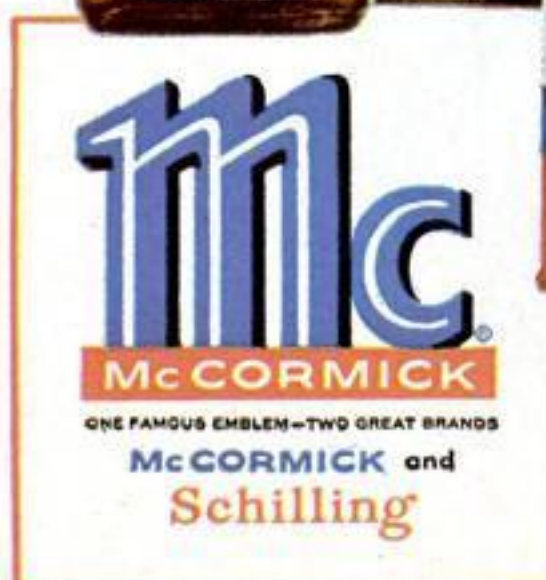


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As he wrote passionately to Perkins in one of the letters leading up to the break: ". . . I have at last discovered my own America, I believe I have found my language, I think I know my way. And I shall wreak out my vision of this life, this way, this world and this America." He added: "I am afraid of nothing now. I have nothing more to lose except my life and health. And those I pray and hope to God will stay with me till my work is done. That, it seems to me, is the only tragedy that can now stay me."

By the spring of 1938 he had readied his next book in rough form and was ready to show it to Aswell. Aswell had seen him often, of course, during the preceding months. He has written one of the best descriptions of Tom's peculiar literary methods:

"When one entered the front room . . . the first thing that met the eye was the incongruous sight of two huge wooden packing cases which always stood in the middle of the floor. These were his bank, his repository for manuscript. . . . Everything he had was in them, the sketch he had done yesterday together with all the unpublished material that dated back through the years to the very beginning. . . .

"The mountain of manuscript (it stood waist high from the floor) which Tom turned over to me the day he left New York was not just the ordered parts which he had worked into his pattern. . . . It was the entire workable contents of the packing cases . . . minus . . . the nonliterary rubbish which he also kept in those boxes and which included pots and pans, old shoes, stacks of letters and receipted bills, discarded hats, useless knickknacks people had given him, a flat iron, in short almost everything which he had no place for. . . ."

Out of chaos, three books

DURING the next three years, under Aswell's ordering hand, this mother lode produced three books. There were two long novels: *The Web and the Rock*, which tells the history of George Webber and his love affair with Esther Jack; and *You Can't Go Home Again*, in which George Webber publishes his first novel, is attacked in his home town, writes his second book and breaks with his great friend and editor, Foxhall Edwards. Both of these, while still autobiographical in form, carried Wolfe's portrait of contemporary America further toward completion—they included, for instance, scores of recognizable figures prominent in politics and the arts during the 1920s and '30s. A third book, *The Hills Beyond*, which was never finished, gave Webber an ancestry and filled in a segment of 19th Century American life.

Time had always been Tom's great enemy. A tragic awareness of time's passage, of the inevitability of death, runs through all his books. He wrote about "the immense and murmurous sound of time," "the panoply of past time," "strange time, dark time, strange tragic time," of "time still passing . . . passing like a leaf . . . time passing, fading like a flower . . . time passing like a river flowing. . . ." Time obsessed him. Now it was about to claim him.

For someone determined to write the American epic, Tom's education had been notably incomplete in one way. He had traveled a good deal in the south and east and some in the midwest, but he had been to the Far West only once and briefly. After turning "the book" over to Aswell, he left for a real look at it. He

CONTINUED

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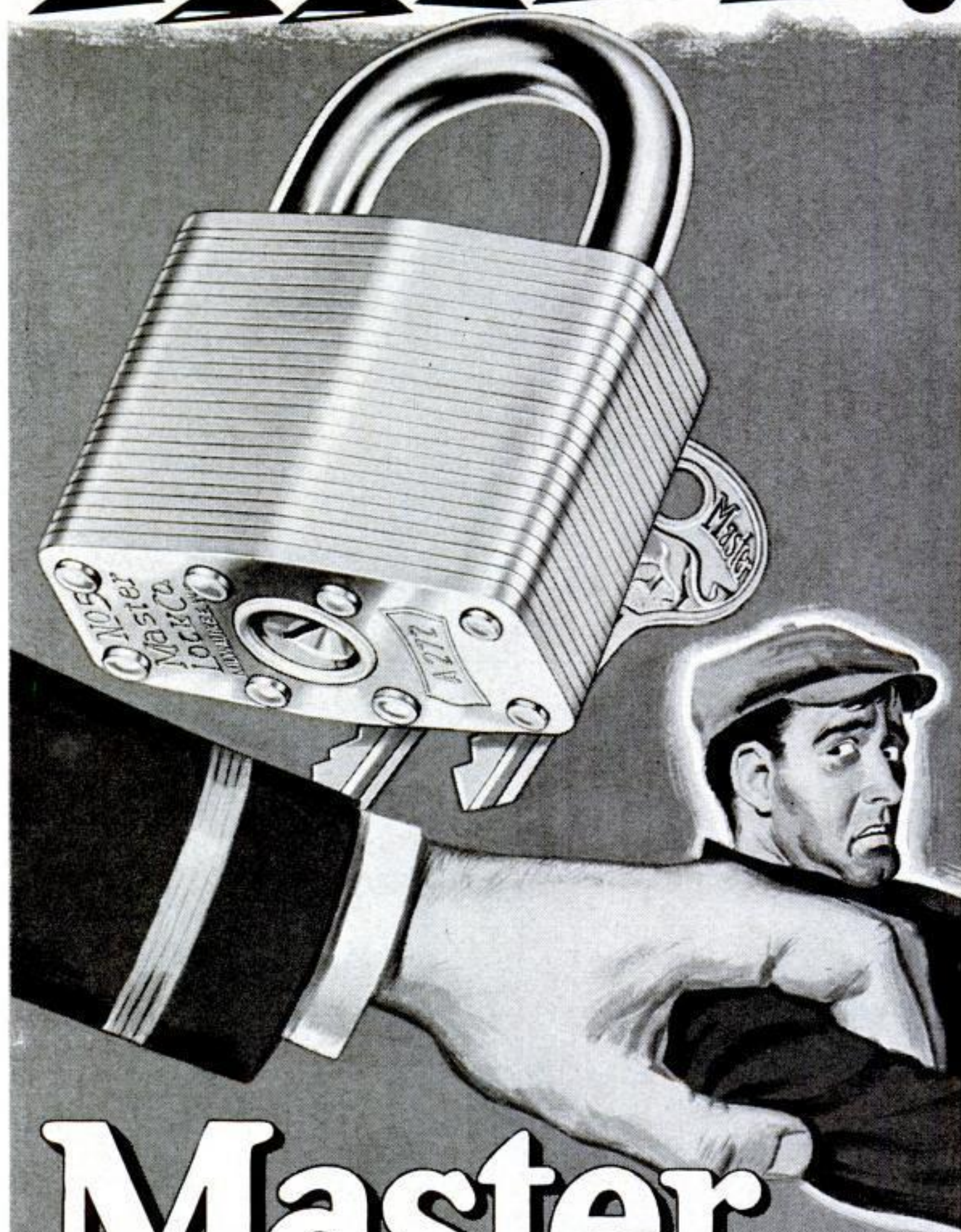
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ON LAST AMERICAN TRIP Wolfe, though tired, was in good health when picture was taken at Zion Park, Utah. He was stricken a few weeks later.

WOLFE CONTINUED

was in high spirits, filled with a sense of relief and of adventure. He went to Colorado, to California, and the Pacific Northwest, and doubled back to tour the mountain states and the national parks with two friends he met in Portland. A postcard to his mother—one of the last—from Glacier National Park exulted, "I really feel as if I know something about the country now." He took a great many notes: these were published posthumously as *A Western Journal* and are packed with brilliant imagery. He went on alone to see British Columbia, began to feel ill there, and dragged himself back to Seattle.

He had been physically depleted when he left the east. He had worked too hard on the manuscript, grinding himself down as he had on *Of Time and the River*, and with the excitements of the trip had not stopped to rest. A bad cold developed into influenza, then into pneumonia, a severe case. His brother Fred came out to see after him, followed shortly by Mabel. Tom seemed to be recovering by the time she arrived, so Fred went back home and she stayed to help him through what promised to be a long convalescence.

Tom looked surprisingly well, Mabel thought. He had lost the extra weight he had gained in the last few years and looked almost as trim and handsome as he had in college. The illness had given him a bad scare. He had always been afraid of tuberculosis—he had memories of the tuberculars who came to Asheville for the mountain climate—and the X-rays showed that apparently an old, unsuspected tubercular lesion on one lung had been reactivated by the pneumonia. However, this spot had regressed and was healing nicely. His only trouble now, aside from general weakness, was that he had severe headaches. The doctors did not know what caused them, but they were not greatly concerned about them. Then one day his mind became confused. At last a brain specialist examined him and diagnosed the source of the headaches as a possible malignancy or infection in the brain.

The great expert in such cases, Dr. Walter Dandy, was at Johns Hopkins, clear across the country. The local specialist urged that Tom make the trip. With Mabel and a nurse he did make it—a saga in itself, with times of terrible pain and panic, times when the old joy of traveling across the country he loved made him serene and almost cheerful, times of confusion and hallucination. One night he was found seven cars away from his compartment, looking, he explained, for a telegraph office. Julia Wolfe came to Chicago to ride with them the rest of the way to Baltimore.

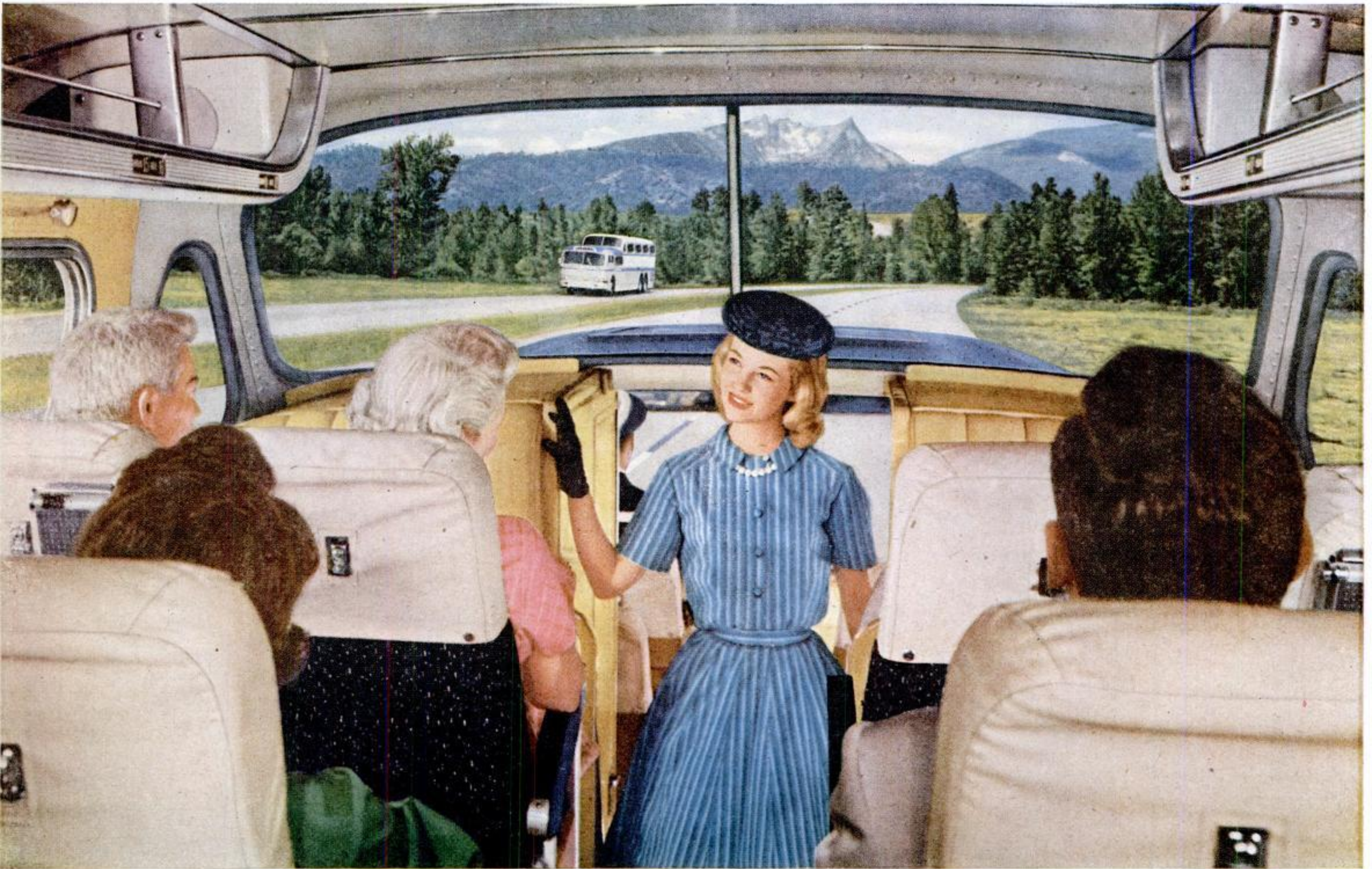
The hospital at Johns Hopkins was sadly familiar to all the family. It was there that W. O. Wolfe, slowly dying of cancer, had come for the periodic treatments that slowed the course of his disease. They had all been there with him at one time or another.

After the examination Dr. Dandy told the family it might be a tumor, cancer or tuberculosis of the brain. He would have to operate to find out. This would mean boring a hole in Tom's skull, which also would ease the pressure and make him more comfortable.

The family filed into Tom's room then and, Mabel remembers, "Mama went over to the other side of the bed. She caught hold of

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him and was petting him. Dr. Dandy told him about boring the hole, that it would relieve his headaches. Tom looked up with a little smile and said, 'Well, you're not going to bore clean through, are you?' Dr. Dandy said, 'No, no, not at all—we just wanted your permission.' And Mama stooped over Tom and kissed him. . . ."

By then Edward Aswell had arrived. He rode up in the elevator to the operating room with Tom, and remembers, "He clutched my hand and held it hard, all the way, like a frightened child." The operation was short, and when Tom was wheeled out into the corridor again he looked at Aswell happily and said, "I don't know what they did, but it's a miracle—my headache is gone." The diagnosis, however, was a grim one. Tom's old tubercular lesion, reopened by the severe pneumonia, had emptied tuberculosis germs into his blood stream and started a new focus of infection in the brain. Dr. Dandy knew of only two instances where TB of the brain had been diagnosed early enough to save the patients' lives.

Maxwell Perkins arrived too late to see Tom before the second and major operation. A month earlier, lying in bed during his supposed convalescence, Tom had written Perkins a letter. It was the first letter that he had written to him for many months, and it was the last thing he ever wrote.

Dear Max:

I'm sneaking this against orders, but I've got a hunch—and I wanted to write these words to you.

I've made a long voyage and been to a strange country, and I've seen the dark man very close; and I don't think I was too much afraid of him, but so much of mortality still clings to me—I wanted most desperately to live and still do . . . and there was the impossible anguish and regret of all the work I had not done, of all the work I had to do . . .

Whatever happens—I had this "hunch" and wanted to write you and tell you, no matter what happens or has happened, I shall always think of you and feel about you the way it was that Fourth of July day three years ago when you met me at the boat [when Tom returned from Europe after *Of Time and the River*] and we went out on the cafe on the river and had a drink and later went on top of the tall building, and all the strangeness and the glory and the power of life and of the city was below.

Yours always,
Tom

The family and a few friends were in a hospital waiting room when Dr. Dandy came down from the surgery after the second operation. He was soaked with perspiration, Mabel remembers, "and he looked at us and said, 'The whole brain is covered with tubercule bacillae. Millions of tubercules. The case is hopeless.' And he screamed. . . ."

Tom lingered on for only three days. He never recovered consciousness. In *Of Time and the River* he had written of this very hospital: "Suddenly, one got an image of his own death in such a place as this . . . and the image of that death was somehow shameful. It was an image of a death without man's ancient pains and old, gaunt aging—an image of death drugged and stupefied out of its ancient terror and stern dignities—of a shameful death that went out softly, dully in anesthetized oblivion, with the fading smell of chemicals on a man's final breath. And the image of death was hateful." And it was in this way that Tom died. His only parting words were those a nurse heard him mumble in his coma. They were: "Mama, I have been a bad boy. All my life I have been a bad boy."

There was no coffin big enough to hold his body, so a special one had to be ordered from New York. When it was ready, Mabel, Fred and their mother took him back to Asheville on the train that comes down from New York through Baltimore, Washington and Virginia—the same route that Tom had traveled when he went north as a boy of 20, and which at last he had traveled after his exile when he came home again.

Afterward Tom lay in state in the parlor at the Old Kentucky Home, the coffin and flowers filling the room between the old fireplace, where his father had built the great fires that Tom had remembered so well from his childhood, and the old upright piano where Mabel had sung lustily to her own accompaniment of *Alexander's Ragtime Band* and *The End of a Perfect Day*. Mabel was there now, relating in her big, all-generous, overwhelming way the story of the last weeks, explaining that Tom had had to be fitted with a wig because of the operation on his head, leaning heavily against the door as she gave way sometimes to spasms of grief. Julia Wolfe was composed, meeting the funeral guests with the impervious sense of self and the loquacity which were so much a part of her nature. The old, assorted oak and mahogany furniture

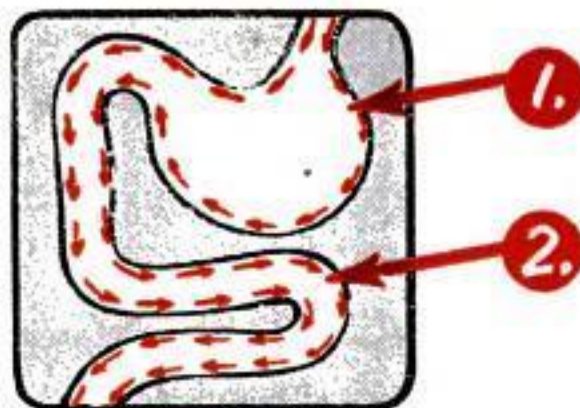
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WOLFE CONTINUED

was the same as it had always been, and the cracks in the calcimine ceiling were the same as before. He was home.

Tom lies buried in the family lot at the Asheville Riverside Cemetery, an expanse of gentle knolls filled with many mementos from his father's monument shop—various stones with precisely chiseled lettering, elegant marble angels, and the carved, recumbent lambs. Nearby lie his father and mother (Julia Wolfe died in 1945, just before her 86th birthday), Ben and Grover, the twins Leslie, the firstborn who died in infancy, and Cynthia, W. O. Wolfe's first wife. The adjoining lot belongs to the Westalls, Julia's family. One stands and looks at the graves, at all the small anonymous and silent indentations of earth. These are dead people, and yet because of Tom they have not entirely died.

Tom has an unobtrusive gray granite headstone with two epitaphs, taken from two of his novels. From *Look Homeward, Angel* there is the line:

THE LAST VOYAGE, THE LONGEST, THE BEST.

And from *The Web and the Rock*, this:

DEATH BENT TO TOUCH HIS CHOSEN SON
WITH MERCY, LOVE, AND PITY,
AND PUT THE SEAL OF HONOR ON HIM WHEN HE DIED.

They were selected by his two editors at the request of the Wolfe family, the first by Perkins, the other by Aswell. Among the other merits of these lines, they fit the allotted space. But Tom, it would seem, wrote another epitaph which characteristically was too long to be practical. It is one of the very last things he ever wrote. It has no relevance to what he had written before, and there is nothing in the letters or elsewhere to explain what was in his mind at the time. However, it suggests that his quest of himself and the meaning of life had come to an unexpected end in some sort of spiritual illumination. It implies, too, that Tom had a premonition about his death. The "Credo" that ends *You Can't Go Home Again* is addressed to Foxhall Edwards, the great editor from whom George Webber has decided to part. The lines that conclude it—and the book—are these:

Dear Fox, old friend, thus we have come to the end of the road that we were to go together . . . and so farewell.

But before I go. I have just one more thing to tell you:

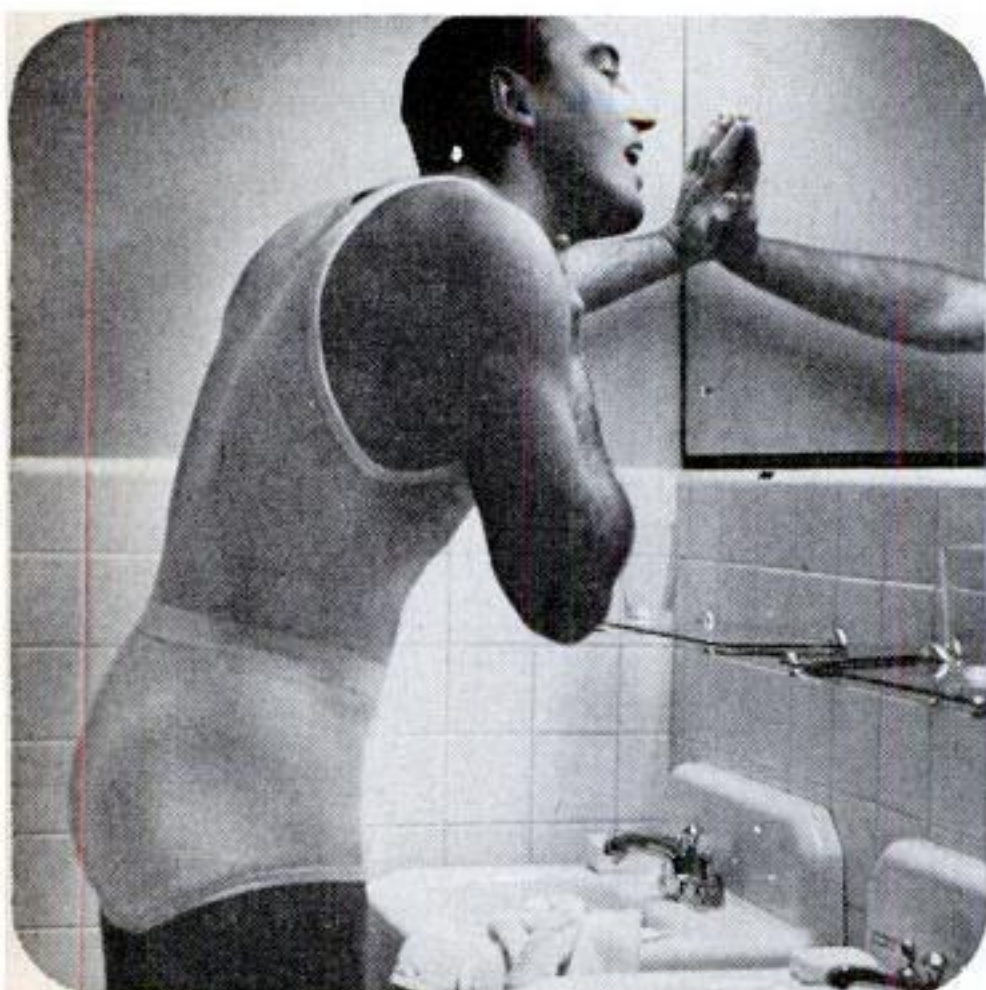
Something has spoken to me in the night, burning the tapers of the waning year: something has spoken in the night, and told me I shall die. I know not where. Saying:

"To lose the earth you know, for greater knowing; to lose the life you have, for greater life; to leave the friends you loved, for greater loving; to find a land more kind than home, more large than earth—

"—Whereon the pillars of this earth are founded, toward which the conscience of the world is tending—a wind is rising, and the rivers flow."



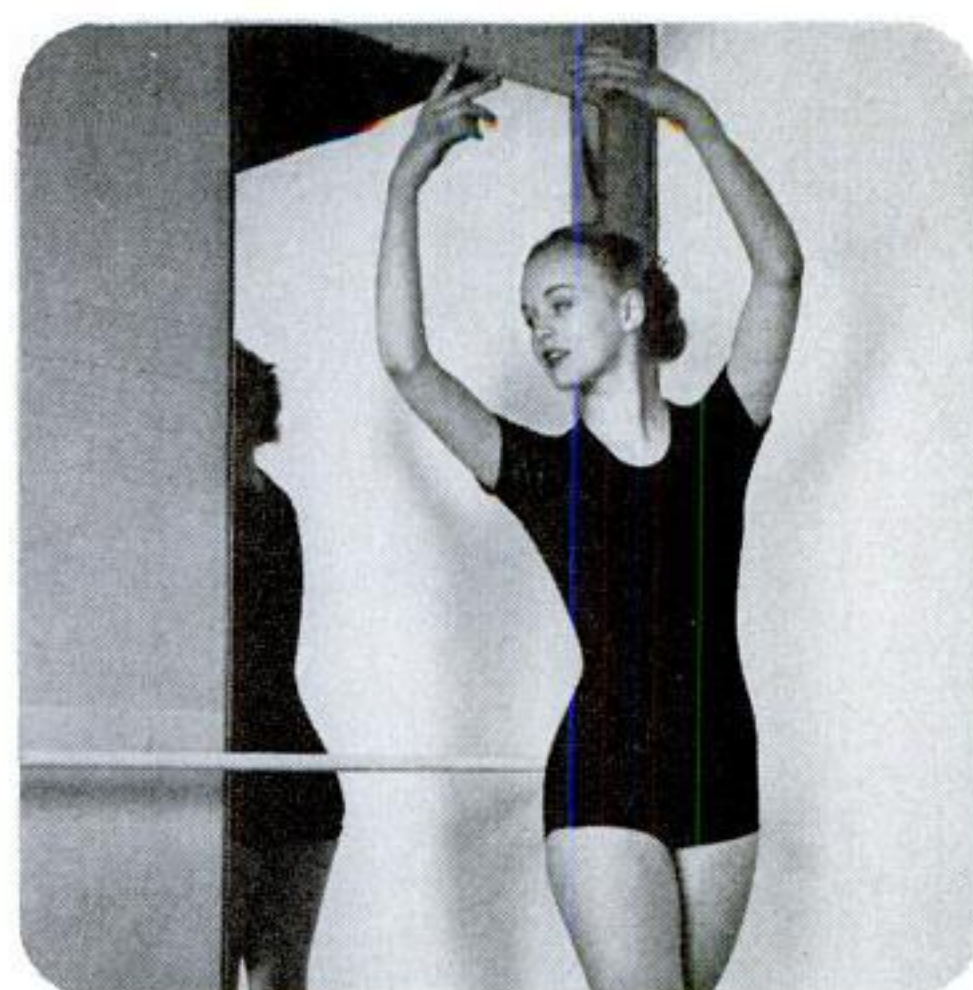
WOLFE'S TOMBSTONE, next to his father's in the family plot at Asheville cemetery, is engraved with quotations taken from two of his novels.



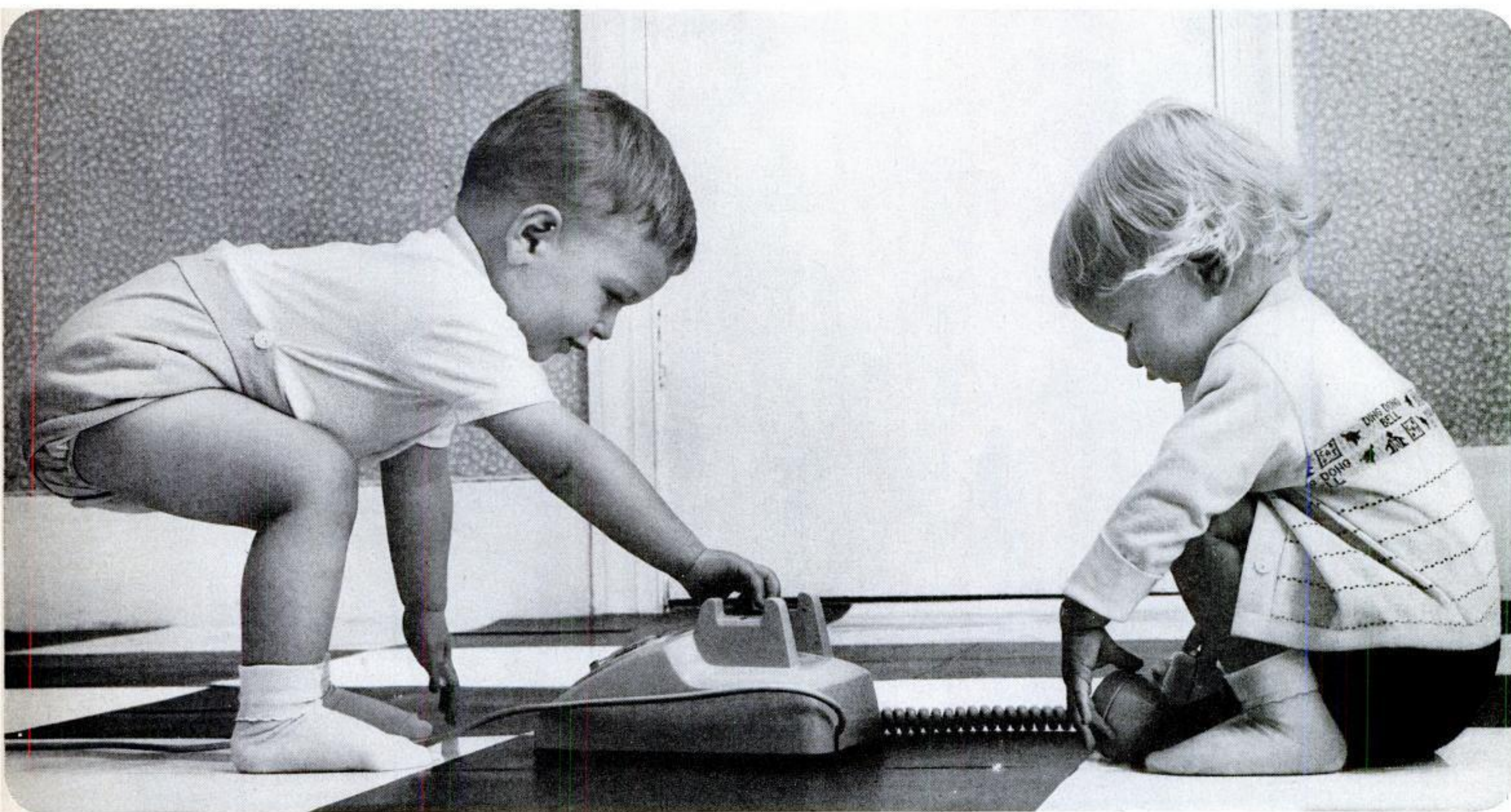
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Durene^{*} The cotton yarn that makes a science of comfort





IN CLAN REGALIA, next MacLeod chief John wears MacLeod tartan, carries *sgian dubh* (black knife) in stocking, holds *cromag* (walking stick).

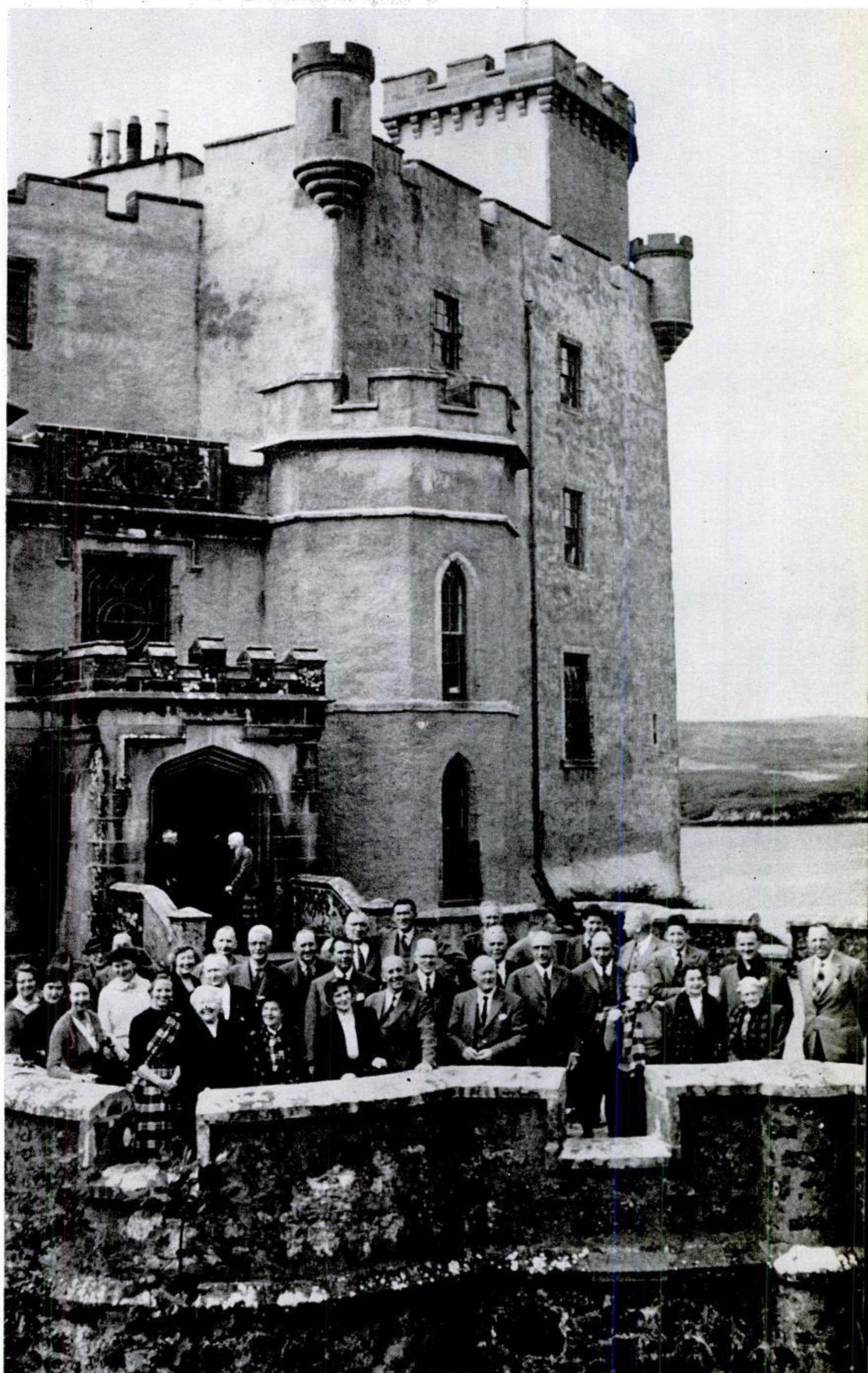
GAY CLAN HAILS ITS CHIEF

The far-flung MacLeods
gather at castle on Skye

To Dunvegan Castle on the storied Scottish island of Skye, for 700 years the stronghold of the far-flung yet close-knit Clan MacLeod, MacLeods from five continents journeyed last month to mark the coming of age of the future chief of the clan. In three days of romp and ceremony they hailed spirited John MacLeod Younger of MacLeod, and welcomed a non-clansman who dropped in too (*opposite page*).

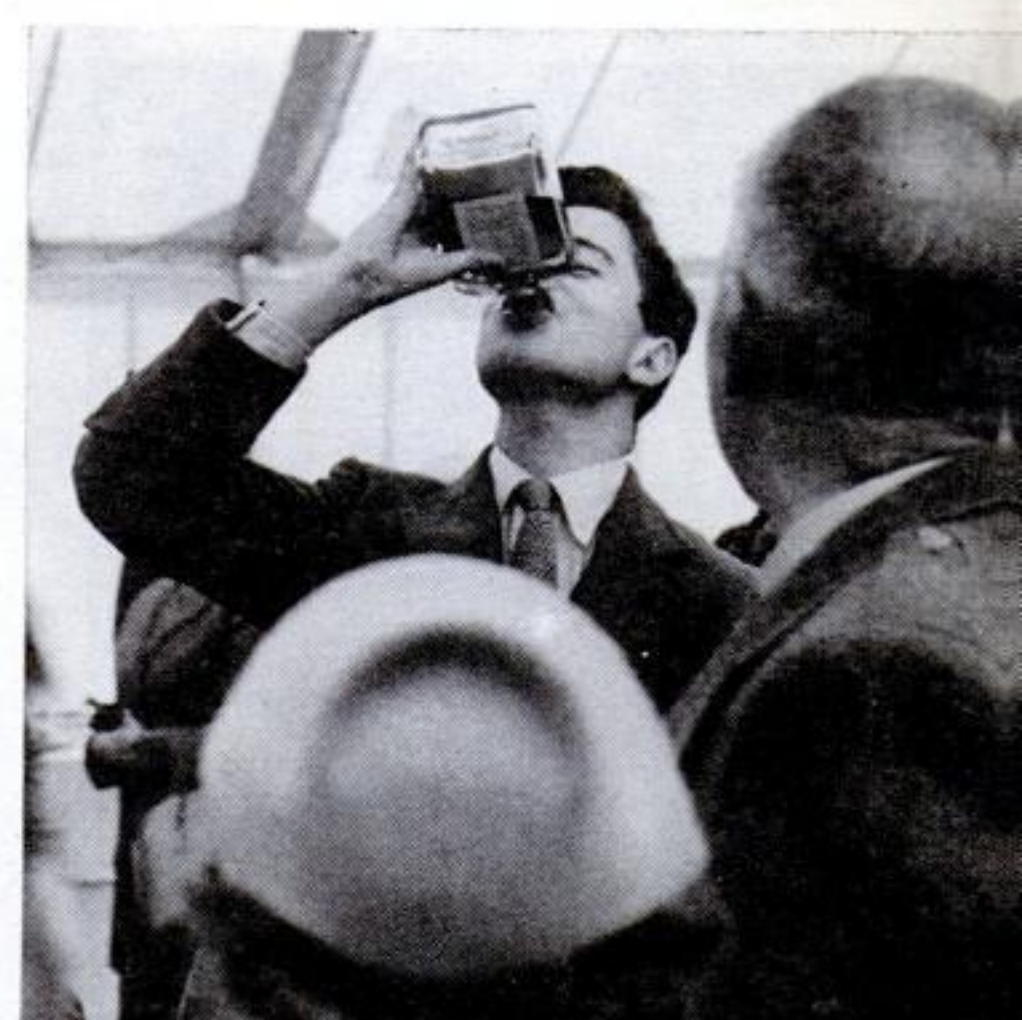
The festivities had been arranged by John's grandmother and present chief, 78-year-old Dame Flora MacLeod of MacLeod, first woman to head the clan. John will not take over immediately. He enters McGill University in Montreal this fall, plans "to make a fortune quickly" in America before settling down at Dunvegan to his clan duties. But by his charm and prowess during the gathering (*next page*) John had already united to his own the hearts of the MacLeods, whose motto is "Hold Fast."

GREETING FROM THE QUEEN is extended to John on first day of celebration. She was on a tour of Hebrides and came to Dunvegan for lunch.



GATHERING OF THE CLAN moves to Dunvegan wall between sessions of clan parliament, a body newly set up to strengthen MacLeod ties.

The 88 members present came from the U.S. (26), Australia (15), Canada (14), New Zealand (14), United Kingdom (12), Ceylon (5), Rhodesia (2).



PASSING THE BOTTLE ROUND. KENNETH MacLEOD OF ENGLAND STARTS ON SKYE WHISKY GIVEN HIM FOR HELP ON ARRANGING REUNION. BOTTLE MOVES TO



LIQUID RITE AND

The biggest day in the joyous three came with the actual celebration of John's 21st birthday. At a splendid banquet in Dunvegan's drawing room, John raised high the ancient Rory Mor's horn and, following traditional clan rite (*left, below*), drained it dry of one and a half pints of only slightly watered vintage claret in a two-minute-long draught. Dame Flora rose joyfully



ARRIVING AT VILLAGERS' PARTY, DAME FLORA

← **DRAINING THE HORN**, John does it nonstop. Beside him are Angus from Dallas and Dame Flora.



NORMAN FROM RHODE ISLAND, PATRICK GORDON (JOHN'S BROTHER) LAMAR FROM ST. LOU S AND JOHN WHO SWIGS AND RETURNS IT EMPTY TO KENNETH

LIGHTSOME REEL

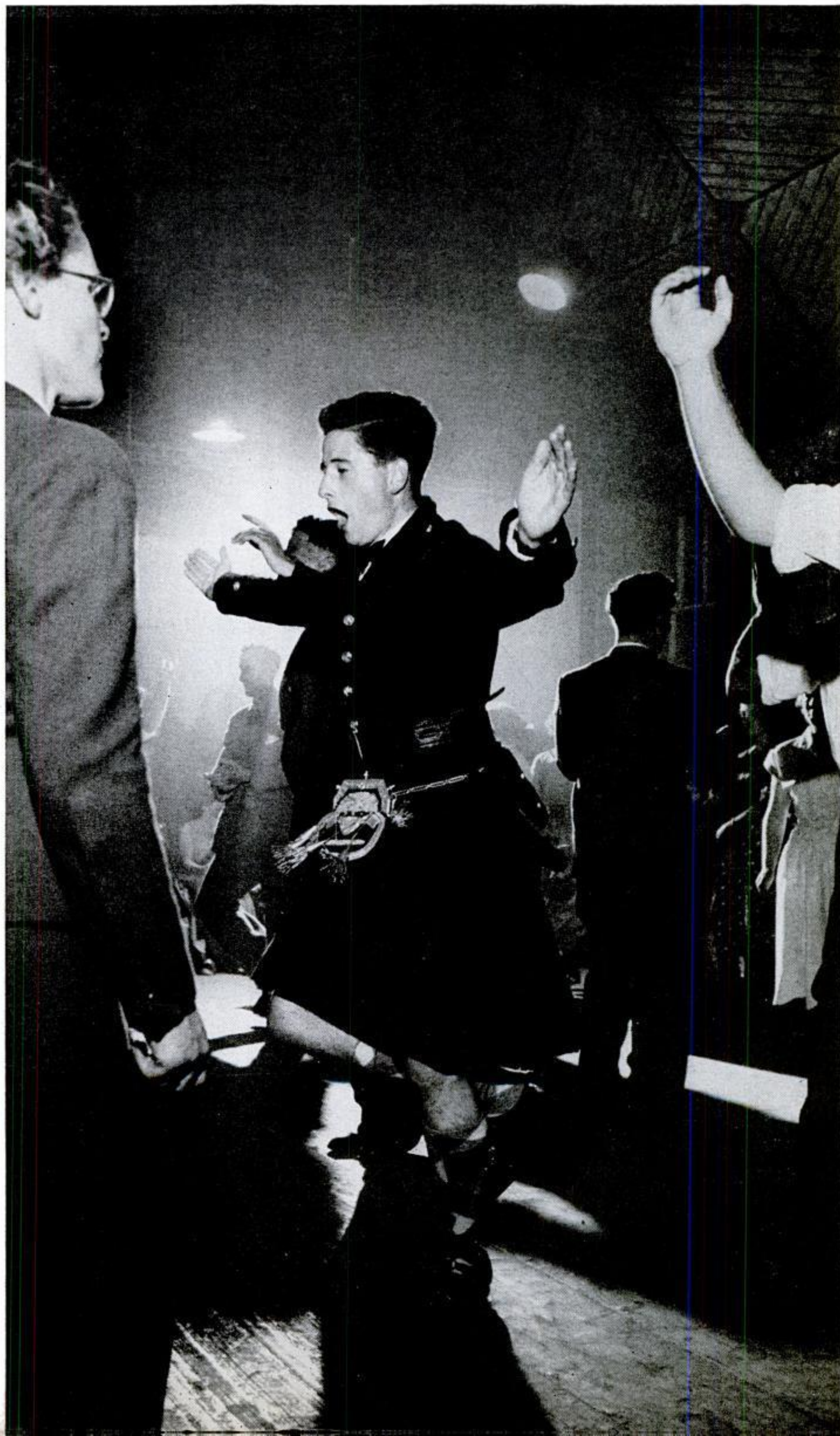
and cried, "Your future chief has proved to you all that he's really a man."

When the banquet ended at midnight, the MacLeods moved along to the village, where 20,000-acre Dunvegan's tenants were also celebrating with a *ceilidhe* (social). There John shook hands with his future neighbors and danced long and nimbly into the lit-up night.



ACKNOWLEDGES APPLAUSE WITH HAPPY WAVE

DOING THE REEL with villagers, John exuberantly fulfills one of the clan chief's lightest duties. →



AIRY ATTIRE IN THE ARCTIC

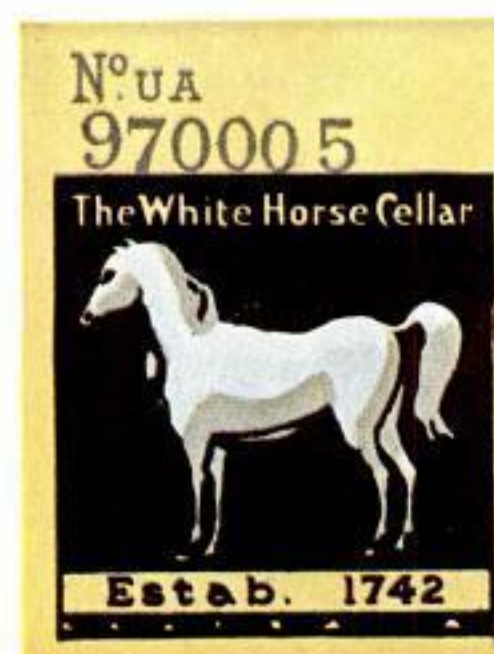
On Greenland's icecap British scientists were measuring elevations. The man peering through the theodolite above, Captain Mike Banks of the Royal Marines, had only partly bundled himself when he popped out of a warm Weasel. He had hooded head and ears, protected feet in socks and snow boots, put on gloves to keep hands from freezing to cold metal. He had not put anything over his underwear, cut to leave leg and thigh exposed. But he was less likely to develop goose pimples than sunburn, for in the comparatively warm midday, Arctic summer sun, reflected from the snow, would quickly tan Banks's shanks.





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